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AN ECONOMIC AND PERFORMANCE SURVEY OF THE CITY OF JACKSONVILLE BEACH, FLORIDA

THESIS
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By

DESMOND KELLY

Contract N66314-72-A-3029

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A THESIS PRESENTED TO THE GRADUATE SCHOOL
OF THE UNIVERSITY OF FLORIDA IN
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FOR THE DEGREE OF MASTER OF ARTS IN
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TABLE OF CONTENTS

PAGE

ACKNOWLEGMENTS.. iii

LIST OF TABLES.. vi

LIST OF FIGURES....................................... vii

ABSTRACT.. viii

CHAPTERS

I INTRODUCTION.. 1

Deconcentration and Decentralization.................. 1
City Life Cycle Process............................... 2
Local Government's Responsibility..................... 4
Purpose of this Thesis................................ 6
Background of the Jacksonville Beach Study............ 7
Survey Technique...................................... 7

II PLANNING AND THE RELEVANCE OF THE JACKSONVILLE BEACH SURVEY.. 9

Use of Citizen Surveys in the Synoptic Planning Approach.. 10
Data Collection and Analysis.......................... 10
Evaluation.. 11

III THE SURVEY METHOD.................................. 12

Questionnaire Design.................................. 12
Simple Random Sample.................................. 17
Systematic.. 17
Stratified.. 18
Data Analysis... 18

IV SURVEY RESULTS AND ANALYSIS......................... 21

Diversity of the Economic Base of Jacksonville Beach..... 21
Labor Force Characteristics for Heads of Household....... 22
  Business Establishment Levels by Industry (S.I.C.).... 29
Perceived Problems in Jacksonville Beach.................. 35

Significant Problems by Age Group 42
General Results and Analysis 46
Comparison of Proprietor to Resident (Head of Household) 47
Census Analysis 49
Limitations of the Study 51

V CONCLUSIONS AND RECOMMENDATIONS 52
Conclusions 53
Expansion 54
Redevelopment 55
Efficiency 57

APPENDICES

A SURVEY QUESTIONNAIRES WITH FREQUENCY DISTRIBUTIONS 60

B SURVEY QUESTIONNAIRES PROVIDED TO RESPONDENTS 68

C TABLES 75

D QUESTIONNAIRE COVER LETTER 78

BIBLIOGRAPHY 79

BIOGRAPHICAL SKETCH 81

✓
PER FORM 50
A-1

LIST OF TABLES

TABLE PAGE

1 HEAD OF HOUSEHOLD EMPLOYMENT QUESTIONNAIRE RESULTS BY STANDARD INDUSTRIAL CODE 25

2 STANDARD INDUSTRIAL CODE VS. INCOME OF HEAD OF HOUSEHOLD 28

3 BUSINESS PROPRIETOR EMPLOYMENT QUESTIONNAIRE RESULTS BY THE SIC CODE 31

4 STANDARD INDUSTRIAL CODE VS. AGE OF HEAD OF HOUSEHOLD.... 34

5 BUSINESS PROPRIETORS PERCEIVED PROBLEMS COMPARED TO INDUSTRIAL ACTIVITIES 38

6 HEAD OF HOUSEHOLD PERCEIVED PROBLEMS COMPARED TO INCOME 41

7 HEAD OF HOUSEHOLD PERCEIVED PROBLEMS COMPARED TO AGE..... 44

8 JACKSONVILLE BEACH COMPARED TO OTHER SUBURBS............. 50

LIST OF FIGURES

FIGURE PAGE

1 HISTOGRAM OF HEAD OF HOUSEHOLD LABOR FORCE CHARACTERISTICS.. 24

2 HISTOGRAM OF HEADS OF HOUSEHOLD AVERAGE ANNUAL INCOME.. 27

3 HISTOGRAM OF BUSINESS INDUSTRY WITHIN THE CITY OF JACKSONVILLE BEACH................................ 30

4 HISTOGRAM OF HEADS OF HOUSEHOLD AVERAGE AVE.............. 33

5 HISTOGRAM OF SIGNIFICANT PROBLEMS PERCEIVED BY BUSINESS PROPRIETORS.................................. 37

6 HISTOGRAM OF SIGNIFICANT PROBLEMS PERCEIVED BY HEAD OF HOUSEHOLD..................................... 39

7 HISTOGRAM OF SIGNIFICANT PROBLEMS OF HEADS OF HOUSEHOLD BY AVERAGE AGE............................... 43

Abstract of Thesis Presented to the Graduate School
of the University of Florida in Partial Fulfillment of
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Urban and Regional Planning

AN ECONOMIC AND PERFORMANCE SURVEY OF THE CITY OF JACKSONVILLE BEACH, FLORIDA

By

DESMOND KELLY

December 1985

Chairman: Earl M. Starnes, Ph.D.
Major Department: Urban and Regional Planning

A public opinion survey of labor force characteristics and of municipal services was conducted among approximately sixteen thousand residents and thirteen hundred businesses located in the City of Jacksonville Beach, Florida. The primary purpose of the survey was to provide the City Commission and the City Management with pertinent survey results which would assist in setting priorities and goals.

The survey technique utilized in this research was the mail or self-administered type. One thousand questionnaires were mailed to residents and three hundred and fifty to businesses.

The sample was obtained by a systematic sampling process; therefore, observations in the population had an equal chance of being included in the sample. This was accomplished by randomly selecting one name from the local telephone book then drawing others with equal intervals thus providing a systematic selection process.

The survey findings indicate the following:

(1) The cost of utilities is by far the most significant problem facing the City of Jacksonville Beach as perceived by its residents. Utilities was followed by redevelopment, growth, traffic, parking, crime, housing, mass transit, and jobs.

(2) The services industry, retail trade, finance, insurance and real estate (FIRE), and contract construction are the major employers of the residents of the City of Jacksonville Beach.

(3) The major commercial activities within the city are services, retail trade, FIRE and contract construction.

(4) The beach is the principal reason for both residents and businesses locating in the city of Jacksonville Beach.

(5) In general, the "business attitude" is optimistic not only in terms of present and future profits, but also in terms of its location within the City of Jacksonville Beach.

(6) The business proprietors perceive that growth/redevelopment is the most significant problem facing the city. Growth/redevelopment is followed by utilities, traffic, crime, jobs, taxes, parking, housing and mass transit/transportation.

The survey results if incorporated into the decision making process for city management can make a valuable contribution to the budgetary and planning process by aiding in the formulation of community goals.

CHAPTER I
INTRODUCTION

The City of Jacksonville Beach has realized a loss of its middle and upper middle income groups to the surrounding newly developed areas of St. Johns and Duval Counties. Though not a central city nor an urban center, Jacksonville Beach suffers from similiar problems associated with these areas. Central cities, especially central cities of the older North, are in serious levels of decay not only physically, socially, and demographically, but also economically and fiscally. These cities are amidst a transformation of form and function since a mass exodus of jobs and opportunities has occurred.

Deconcentration and Decentralization

Technology and the free enterprise system have transformed our society and our cities. Deconcentration and decentralization of our cities has been occurring at an accelerated rate due to the disinvestment of business from the cities to the suburbs creating a major loss of jobs and opportunities for growth within our cities.

> Since World War II, a simultaneous deconcentration of population and industrial activity at several geographic scales in the United States has become especially evident. Consequently, people live in and work at lower densities within cities, while densities are increasing in places beyond city borders. . . The emerging demographic and economic geography across the nation will increasingly be characterized by lower density industrial and residential settlements that are built around multiple points of concentration within an between metropolitan areas. The influence of central cities will be diminished as certain production, residential, commercial, and cultural functions disperse to places beyond them. (Urban America in the Eighties, pg. 23, 1980)

The deconcentration of population and industry involves basic redistribution patterns. One of these redistribution patterns is the outmigration of jobs and people from cities to suburbs at the periphery. This resulting nonmetropolitan growth is occurring adjacent to existing metropolitan areas, most of which are unable to capture this growth through annexation. Either annexation is not feasible since other municipalities presently exist or else a conflict arises with county government competing for the same growth.

These redistribution patterns are not simply a spatial rearrangement of advantages and disadvantages among people, places, and industrial sectors. Rather, the consequences have become staggering.

> Using the central city as a unit of analysis, the erosion of fiscal capacity, the increased ghettoization of the poor and minorities, the enduring high unemployment rates, the chronic economic depression in poverty neighborhoods, the extreem levels of underutilization and underuse of the built environment, the deterioriation of urban public services and facilities, and the excessive use of resources per capita are all consequences traditionally associated with deconcentration, dispersion, and low-density social and economic arrangements. (Urban America in the Eighties, pg. 28, 1980)

City Life Cycle Process

These redistribution patterns of deconcentration and decentralization are impart the result of the free enterprise process of capital accumulation. This accumulation creates the uneven development of urban growth and decay. This uneven city development is a life cycle process based on economic advantages or relative costs in the production process. The relative costs of production in established, older, cities have increased significantly for labor, land, transportation, energy, capital, and tax supported municipal services, facilitating the trend toward deconcentration and the dispersion of industrial and residential growth. This life cycle or sequence of stages through which cities pass as they age may be defined by their changing functions and capacities to produce and to distribute goods and services. Passage through these stages is better tracked on a technological and economical timeline rather than on a calendrical timeline (Urban America in the Eighties, 1980).

Life cycle concepts exist for neighborhoods as well as for cities. Site values will rise to a peak as an area is developed and populated. After an indefinite period of stability these areas will begin an inevitable decline, brought about by competition from newer and more attractive areas. This stage of decline is noted by the decreasing socioeconomic status of the area's residents and the changes in family composition. The driving force behind the life cycle is the ability and willingness of incumbent residents to relocate. Rising affluence encourages the movement, as proximity to the city center is relinquished in lieu of newer spaces and amenities. This outward movement will continue as long as a ready supply of less expensive land is available, city services are expanding, and new construction is affordable. The older residential areas will cycle down and eventually succeed to a nonresidential use,a decline in value or abandonment.

This declining trend in the life cycle of cities has brought about an overall loss of population in the central cities, in addition, the demographic and economic erosions have lead to two major urban problems: a relatively high rate of unemployment in the resident labor force and increased fiscal pressures on the governments of central cities. (Chinitz, 1979). The suburbanization of population has an adverse fiscal consequence for the central city principally because it has been largely confined to middle and upper income groups. Since local government taxes are assessed on bases that are positively correlated with income, city government revenues decrease faster than the population (Oakland, 1979). The combined effect of this shift in relative income and in shares of employment and retail sales is a decrease in the city's property tax base, therefore, the need is created for a higher property tax rate, or some other form of fiscal annuity such as income taxes or user fees.

Local Government's Responsibility

The indirect result of free enterprises freedom to prosper has been the growing pressure and adversity placed on local government officals to increase efficiency and effectiveness of municipal services. This questioning of service quality has spread into the middle and upper classes in recent years, upon realization that their interests were endangered by growing populations, crime, urban blight and unmanaged growth and decay (Hatry, 1976b).

In response to this concern, support for determining the efficiency and effectiveness of municipal services has grown, creating a need for methods by which governments can attempt to measure citizen's perceptions of service quality.

State and local officials seek to develop practical techniques to measure progress toward their goals, to collect and analyze data and information, and then utilize the product to the fullest extent. This "data or information needed for comprehensive and competent evaluations are frequently unavailable or unreliable" (Swidorski, pg. 67, 1980).

The problem of obtaining reliable information has added new dimensions to the survey process, as citizen surveys are now frequently used by local governments to regularly obtain information on the perceived effectiveness and quality of their services. "A well designed and administered survey allows evaluators to use the response of a representative sample of the service's clients in making judgments about the service's effectiveness and quality" (Swidorski, pg. 67, 1980). A carefully conducted survey provides responses to be "within statistical estimates of probable error" (Daneke and Klobus-Edwards, pg. 421, 1979).

Information gathering activity is a primary function of the professional planner. According to Eastman and Kortanek, there exists a "strategic value" to the information gathering activities of planners in the "development of effective urban policies" (Eastman and Kortanek, pg. 3, 1972). Important methods of information gathering are the surveys, public meetings and other forms by which the public expresses its values and objectives for inclusion into the planning process. Technically, information gathering should do the following: identify the goals, the constraints, and the values which are or should be part of the total planning process and also the changes that have occurred within the system. This information gathering process is the optimization of the participatory style of management which has become common practice for concerned planning agencies.

The concept of strategic planning assumes that an assessment of social goals and objectives takes place on both the input and output sides of the policy formulation process. On the input side, survey findings and results contribute to the "formulation and clarification of policy" (Daneke and Klobus-Edwards, pg. 423, 1979). Surveys can be a vital link necessary between the citizens and the formulation of public policy.

Survey results can become important inputs into the clarification and formulation of public policy. Survey results are definitely important outputs due to their evaluation of "public/program performance (both efficiency and effectiveness) and often facilitate strategic renegotiations of policy within the implementation cycle" (Daneke and Klobus-Edwards, pg. 423, 1979). Surveys augment evaluative abilities by including indices relating to perceived program effectiveness and indices of perceived service quality and quantity. Hatry notes that "properly conducted surveys overcome the potentially distorted views that come to officials who rely primarily on complaint records of their personal contacts with citizens and interest groups" (Hatry, pg. 15, 1976a).

Purpose of this Thesis

This thesis is a case study which describes the process of designing and conducting one citizen survey composed of two questionnaires one for residents and one for business. The survey was conducted in the City of Jacksonville Beach, Florida, a city of approximately sixteen thousand people, located on the Atlantic Ocean in north-eastern Florida. The purpose of the survey is to analyze two principle areas: the diversity of the economic base of the city and the quality of the municipal services provided to its residents. This analysis will provide a clear and real picture of the city and its citizens.

The thesis will describe the method used in conducting the Jacksonville Beach survey and the recommendations and conclusions reached from the analysis of the survey results.

Background of the Jacksonville Beach Study

The City of Jacksonville Beach officials contracted with the College of Architecture and Department of Urban and Regional Planning to provide preliminary design schemes for the redevelopment of the City's blighted central business district. A spin off of that contract has been this survey since insufficient economic data were available on a local level.

The researcher designed, conducted, and evaluated a scientific public opinion survey created to obtain an accurate measure of citizen attitudes towards municipal services provided by the city and to obtain sufficient data to evaluate the diversity of the economic base of the city. The survey results are expected to provide information in the following areas: 1) citizen satisfaction levels as a measurement of the performance, cost, and effectiveness of the city's services; 2) citizen's perceived needs for services; 3) demographic data; 4) economic data; and 5) businesses satisfaction with the performance levels of the local government officials. The data obtained was intended to serve the following purposes: identification of existing and potential problems; provisions of feedback to governmental officials on the performance of programs and policies; assistance to city management in both present and future decision making; and gathering of important factual and attitudinal information about the city's citizens and business proprietors.

Survey Technique

The survey technique utilized was a probability sample or systematic sample, therefore, the preferences of the researcher did not influence the choice of individuals for inclusion in the sample. The systematic sample process started by randomly selecting one name or business from the local telephone book and then using a convenient fixed lag to obtain the required survey size. The population size was determined to be 1,351 businesses licensed in the city of Jacksonville Beach and 6,400 households. The 1980 census estimated households at 6,323, therefore, with a similar rate of increase in households as population the estimated number of households in 1985 is 6,400. The total population for the survey sample is 7751. Based on the population size of 7,751 approximately 17.5 percent (1,350 questionnaires) were mailed to the respondents on the systematic sample listing. Eventhough pretesting was not accomplished due to the limitations of both time and funds, the researcher strongly recommends pretesting in future surveys of this type to diminish the biases in the survey return process.

CHAPTER II
PLANNING AND THE RELEVANCE OF THE JACKSONVILLE BEACH SURVEY

Many definitions of the word "planning" exist, however, for the purpose of this thesis we will begin with the definition offered by Chadwick: "a process of human forethought and action based upon that thought" (Chadwick, pg. 63, 1978). Chadwick's definition implies that planning has human attributes as the basis, thereby, making planning a unique human activity.

By viewing planning from this perspective, the planning process may be described in a systematic or systems view, as Chadwick explains: "planning is a human activity and a systems view of planning is concerned with making the most and best use of human decision and participation" (Chadwick, pg. 25, 1978).

The process of planning denotes the solution of a problem, thereby, defining the scope of a goal. Needless to say the planning process should be approached from a systems point of view, and perceived in an organized, holistic, perspective to delineate and simplify the problem solving process. The rational model of systematic planning is well rooted in the process or theory of scientific inquiry, while synoptic planning is a more comprehensive and general approach. These processes are all part of a larger scheme whose goal is to provide a relatively accurate monitoring system. This monitoring system can evaluate the performance of an organization. The basic steps of this process are (1) establish objectives, (2) define the processes to achieve the objectives, and (3) monitor the performance.

Use of Citizen Surveys in the Synoptic Planning Approach

Citizen surveys can make important contributions to the synoptic planning process by offering information necesary to practically all phases of the process. A particular phase of the process by which surveys prove to be valuable is in comprehending and formulating a service's or program's goals and objectives. With the rational comprehensive planning approach, the basic element is setting and formulating goals. Chadwick notes that "goal formulation is surely the very crux and hinge-pin of the rational planning process" (Chadwick, pg.120, 1978).

Goal formulation, even with the aid of surveys, can be vague, too broadly stated, and sometimes contradictory. However, community problems can be identified through the use of citizen surveys. Therefore, problem identification is at minimum a start of goal formulation. Chadwick notes that recognition of a problem implies "there must be a goal;or at least an acceptable situation which implies a goal:

Problem = Goal + Impediment to that Goal" (Chadwick, pg. 124, 1978). There are no problems, only opportunities.

Data Collection and Analysis

Another milestone in the rational comprehensive planning process where surveys offer information is in the data collection phase. Citizen surveys can offer a wealth of attitudinal and factual data, and collection of new or supplemental attitudinal or factual data on citizen perceptions and opinions is the main justification for the use of surveys. Altman notes that this assumes the data collected truly "reflects a service organization's performance, as stated in its objectives, and secondly that the data reflects a significant change in a service organization's performance" (Altman, pg. 34, 1979). Resulting from this collection of data, several significant analyses can be made, which allow the decision makers to formulate some type of preliminary plan and alternative.

Evaluation

Another important contribution of surveys is in the evaluation phase of the rational comprehensive planning process. Survey results are important outputs due to their evaluations of "policy/program performance and often facilitate strategic renegotiations within the implementation cycles" (Daneke and Klobus-Edwards, pg. 422, 1979). The survey process can be extremely powerful in both program evaluation and performance monitoring as noted by Swidorski: "utilization of survey techniques would enhance the quality of the evaluation and also would present an opportunity to obtain valuable information about the quality of the program being evaluated" (Swidorski, pg. 71, 1980). Therefore, citizen surveys can be considered as a "way to link government performance more closely to government's 'customers,' the citizens" (Stipak, pg. 523, 1980).

CHAPTER III
THE SURVEY METHOD

Citizen surveys, as noted by Stipak, serve "specific political purposes, thus making surveys a powerful way to initiate change" (Stipak, pg. 522, 1980). Since surveys offer such potential researchers must take every precaution possible not to produce an inaccurate survey. Daneke and Klobus-Edwards report that in the past, surveys have been subjected to many abuses: "poor sampling and administration, ineffective or manipulative questionnaire design, and/or inaccurate tabulation and explanation of results" (Daneke and Klobus-Edwards, pg. 423, 1979).

The first step noted by Sudman for properly conducting a survey is to determine specifically what one wants to learn from the survey. The question, "What is the purpose of the survey?" must first be answered, since the purpose of the survey must be clear before the questionnaire can be structured. Other questions which need answers are: "How will I use this information when I get it?," "Is the purpose of the survey being accomplished?" (Sudman, pg. 37, 1976).

Questionnaire Design

For reference to the following section, the questionnaire with frequency distributions is located in appendix A. The questionnaire as provided to the respondents is located in appendix B. The cover letter and Standard Industrial Code (SIC) listing provided to respondents is located in appendix C.

While designing and constructing the questionnaire, Stipak notes that adequate time must be taken to ensure that the questions asked are worded to elicit the types of data desired, and that the information obtained is "relevant to government decisions, and is information about respondents that is needed for analysis of the survey data" (Stipak, pg. 521, 1980). ". . . poorly drafted questions can lead to low return rates and information which fails to adequately address key issues in an evaluation design" (Swidorski, pg. 70, 1980). Daneke and Klobus-Edwards note that the formulation of the survey instrument is possibly the most important part of the survey process, since "the wording, sequencing, and the saliency of all questions drastically affect the validity of the survey" (Daneke and Klobus-Edwards, pg. 423, 1979).

The architecture of the questionnaire evolved from a combination of library research, common sense, and required information necessary from the respondents. Typically, general questions are located in the begining of the questionnaire to allow for an amicable concord. However, when the questions evolve into specific, explicit, and personal questions these are placed towards the end of the questionnaire.

Sampling Plan

In order to provide an accurate and representative sample of a large population, an appropriate sampling plan is highly recommended. The plan should consider the following factors: sampling frame, sample size, survey format, and sample design (Daneke and Klobus-Edwards, 1979).

Sampling Frame

The sampling frame is the "entire geographic community, however additional service areas might be added" (Daneke and Klobus-Edwards, pg.

424, 1979). The researcher must have a "clear sensible definition of the target population" prior to the sample being selected. The first two steps suggested by Sudman in defining the target population are: 1) to "to decide whether it is a population of individuals or households"; and 2) to "identify the units to exclude" (Sudman, pg. 12, 1976). The following criteria should be used: A) Geography--could exclude those not living inside the target area; B) Age--could exclude those under eighteen years of age; C) Individual characteristics--could exclude those not registered to vote; D) Demographic variables--could exclude those which are not married.

The sample frame used for the City of Jacksonville Beach survey was the geographic area within the city limits. The population was defined as households since households tend to be less transient than individuals.

Sample Size

The sample size as defined by Daneke and Klobus-Edwards is a "function of conscious decisions regarding acceptable error and confidence interval" (Daneke and Klobus-Edwards, pg. 424, 1979). Sample size is recognized as the key ingredient in determining the sample error for a simple random sample. Weisberg and Bowen note that sample error arises when trying to represent a population with too small a sample, therefore, the more observations the smaller the sampling error (Weisberg and Bowen, 1977). Sudman notes that "sampling variability depends not on the percentage of the population but almost on the sample size alone" (Sudman, pg. 83, 1976).

According to Sudman, the first question which the designer of a survey must answer is "How big should the sample be?" (Sudman, pg. 83, 1976). This is one of the most difficult answers to obtain. Sudman states that the easiest method is the "empirical approach, discover what sample sizes have been used by others with similar problems" (Sudman, pg. 83, 1976). Sudman states that a sample size of seven hundred must be chosen to conduct a regional survey concerning attitudes, in addition, the "topic of study is not the basic factor that determines sample size. . . sample size depends on how many population subgroups one wishes to study" (Sudman, pg. 87, 1976). Sudman suggests that when the researcher is going to conduct an average number of subgroups analyses from a regional survey, the sample size should be within the range of five hundred to one thousand.

For the Jacksonville Beach survey, the researcher chose a questionnaire distribution size of 1350 with an estimated return rate of 25 percent. The sample size of 1350 was based upon a local population (as opposed to a regional or national population) and the concerning attitudes with an average number of subgroups. Actual returns were 281 households and 108 businesses for a total return of 389 or 28.8%. Total population was 1350 businesses and approximately 6,400 households.

Other factors often influence the sample size, a good example is budget allocation. A decision must be made as to the distribution of funds between data collection and data analysis. Still another example is the "value of information" (Sudman, pg. 90, 1976). Typically, the primary purpose of sampling is to obtain information for either decision making or research purposes. One reaches the point of diminishing returns where the cost of the final five percent of informaion is prohibitive. At this point trade-offs are realized.

Survey Format

The next element of the sampling plan is the survey format, or the manner in which the survey will be conducted. Citizen surveys are distinguished by the manner in which they are conducted and also by the types of information requested. Generally, there are three ways to conduct an interview: in person, by telephone, and by mailed self-administered questionnaires. The advantages and disadvantages of the three methods must be considered, however, the choice of techniques rests primarily on two criteria: bias and cost. Weisberg and Bowen comment that both need to be minimized but are "frequently interrelated in such a way that reducing one results in increasing the other. The choice is a problem of striking a balance of the two" (Weisberg and Bowen, pg. 32, 1977).

The mail or self-administered survey is the least expensive of all three methods. Since this survey method is the least expensive it allows one to survey a larger sample, thus allowing for a lower sampling error. Biases are typical in most surveys, however, utilizing a stratefied, systematic sample and pretesting minimizes the effects of biases. Since the principle limiting factors in this survey were both time and funding neither pretesting nor a stratefied sample were implemented.

Sample Design

Since accuracy is paramount, a method of probability sampling is required, "accuracy of a survey is significantly affected by its sampling procedures, and the choice of the proper sampling technique is crucial to the success of the survey" (Sudman, pg. 25, 1976).

The problems associated with sampling are:

1. The possibility of sampling the wrong population: Sudman mentions that researchers "must ensure that the group being sampled is in fact the same group that one wishes to generalize about" (Sudman, pg. 35, 1976).

2. Sampling error: The error that occurs when trying to represent an entire population with only a sample. Sampling error can be reduced by:

a) increasing the sample size.

b) increasing the sampling factor, which Sudman defines as the percentage of the population observed, (sample size divided by population size).

Simple Random Sample

The simple random is the least expensive, most direct, and easiest form of sampling. The sampling error which results from looking only at a sample rather than the entire population can be estimated for a simple random sample, Weisburg and Bowen note that this "provides not only estimates of public attitudes but also estimates of their accuracy" (Weisburg and Bowen, pg. 21, 1977). The sampling error is reduced if the random numbers selected more than once are discarded. This is known as simple random sampling without replacement. Sudman mentioned that reduction of the sampling error "is largest when the sample chosen is a substantial fraction of the population" (Sudman, pg. 51, 1976).

Systematic

Systematic sampling is superior to simple random sampling because of simplicity, convenience, and usefulness. When systematically selecting a sample, three elements are required: a list of everyone in the populaton, a sampling interval, and a random start. The sampling interval is determined by a formula offered by Sudman: "I=NP/n, where NP equals the number of eligible respondents, and n equals the desired sample size" (Sudman, pg. 60, 1976). Ineligible respondents, are subtracted from the list of eligible respondents. A table of random numbers is used to select the random start, to ensure every element of the population has an equal chance of selection.

The disadvantage of systematic sampling and of simple random sampling, is the use of lists for sample selection. Typically, lists do not correspond exactly to the population, which as Sudman notes, makes finding the appropriate list the "most difficult task in sampling from lists" (Sudman, pg. 58, 1976).

Stratified

Due to the bias of under-representation associated with the simple random sample, a stratified sample is generally used. This is accomplished by dividing the population into subgroups called strata which provides adequate representation of groups, thus making the sample more efficient and accurate. Sudman states that "stratified sampling is intended to provide the smallest sampling error and hence the most information for available resources" (Sudman, pg. 107, 1976).

Data Analysis

In order to utilize the survey results to the fullest extent possible, the analysis of the data must be carefully designed, Daneke and Klobus-Edwards note that this task should be accomplished prior to the collection of the data, as formulating an "analytical design congruent with the research objectives of the study" is crucial (Daneke and Klobus-Edwards, pg. 425, 1979). They add:

> In this way, it will be possible to ascertain if the survey instrument contains appropriate questions and measurement criteria which will enable useful data interpretation. (Daneke and Klobus-Edwards, pg. 425, 1979)

Frequency Distributions

The most frequently used and clearest display of results is the frequency distribution, which shows the distribution of the frequency of each reponse. This method is typically used for showing the results for a single variable. Typically, it is more effective to display the frequency distribution in percentage form.

Cross Tabulation

Cross tabulations or matrix denote the relationship among two or more variables. By using nominal or ordinal variables, this method "enables comparisons of group attitudes or behavior as well as a statistical examination of the degree to which variables influence one another" (Daneke and Kloous-Edwards, pg. 424, 1977).

Significance

Statistical significance is "the probability that the observed relationship could have happened by chance, i.e., the probability that in a representative sample of a given size the variables would exhibit a relationship as strong as the observed relationship" (Nie, Hull, Jenkins, Steinbrenner, and Bent, pg. 222, 1975). It is accepted practice in the social sciences "to accept as statistically significant relationships which have a probability of occurring by chance five percent of the time, i.e., in five out of one hundred samples" (Nie et al., pg. 222, 1975).

The researcher used frequency distributions and cross tabulations to display the results from the survey. Since survey results can provide public decision makers with important information, precautions should be taken in designing the methodology used to conduct the research. The purpose of the survey must be well defined,and the questionnaire and sample plan must be carefully formulated. Finally, the researcher must weight the biases, costs, and time associated with all the possible methods before deciding on the final sample plan.

What is important to realize regarding these data is that the researcher is obtaining information from a mail survey, therefore, he is dependent on those individuals completing and forwarding the questionnaire. Obviously, the survey results will be biased by those individuals who are more responsive and take the time to complete the survey questionnaire. The researcher understands that retired individuals are likely to be more responsive, therefore, their imput will be a great deal higher than their numbers would normally represent.

CHAPTER IV
SURVEY RESULTS AND ANALYSIS

The data collected from the Jacksonville Beach Survey were analyzed utilizing a systematic approach. Results are compared on an individual and combined level of analysis. The survey was organized into two primary components. These components are specifically; heads of households, and business proprietors. The goal of the survey is to analyze two issues: first, the diversity of the economic base of the city, secondly, the perceived attitude of consumers towards the quality of the local government services.

Diversity of the Economic Base of Jacksonville Beach

As previously discussed in Chapter I, older cities due to the national trends of deconcentration and decentralization, have lost their competitive edge over newer peripheral locations as centers of production and residence. The migration out of the cities, specifically selected households of middle and upper-income brackets, places economic stress on the local governments.

> Industrial disinvestment and residential outmigration have resulted in economic and fiscal consequences for beleagured local governments and the increasingly dependent populations left behind. (Urban America in the 80's, pg. 41, 1980)

Economic base analysis concentrates on the importance of exports to the local economy. Most of the economic data available to this researcher were on a county-level and on the metropolitan statistical area level (MSA). The researcher, therefore, embarked on determining the diversity of the economic base for the City of Jacksonville Beach by use of this survey. It is important for City Management to determine whether or not the city has a diversified economy, therefore, answering the question whether or not they have "all of their eggs in one basket." The City should determine the economic interaction that occurs regionally as well as statewide in their area, for two major reasons:

1. to determine the local export base since these export activities bring "new money" to the local economy and therefore, have a "multiplier" effect in generating additional income activities; and

2. to detect potential instability of the local economy if the local economy is not diversified (Sarasota County's Comprehensive Framework for the Future, 1979).

Labor Force Characteristics for Heads of Households

The following survey results are tallied from question number 19 on the head of household questionnaire (Appendix A). These results shown on Figure 1 and Table 1 indicate the labor force characteristics for the heads of households for those residents in the City of Jacksonville Beach.

Figure 1

In Figure 1, the first number denotes the count for each industry and the second is the percent of employed persons within that particular industry who reside in Jacksonville Beach.

The labor characteristics for the heads of households in the City of Jacksonville Beach show a balanced and diversified employment base with the following observations noted: 27 percent are retired (this is high compared to census data), 19 percent are employed by some form of government, 23 percent are employed in the service industry, 8 percent are employed in F.I.R.E., 4 percent are employed in retail trade, 2.4

percent are employed in transportation and other public utilities, 6.3 percent are employed in manufacturing, and, 7 percent are employed in contract construction, in addition 3 percent of the respondents did not comment on this question.

Table 1

Table 1 provides a detailed breakdown by two digit Standard Industrial Code (S.I.C.) noting the level of employment for the heads of household by each specific industry within the City of Jacksonville Beach. Appendix C, Table 1 provides the listing of S.I.C. by major industry group provided to the respondents in the survey. This S.I.C. listing is located in the County Business Patterns compiled by the U.S. Bureau of the Census. This table was provided to the respondents of the survey in order to provide the guidance necessary for determining the proper S.I.C. in which they were employed.

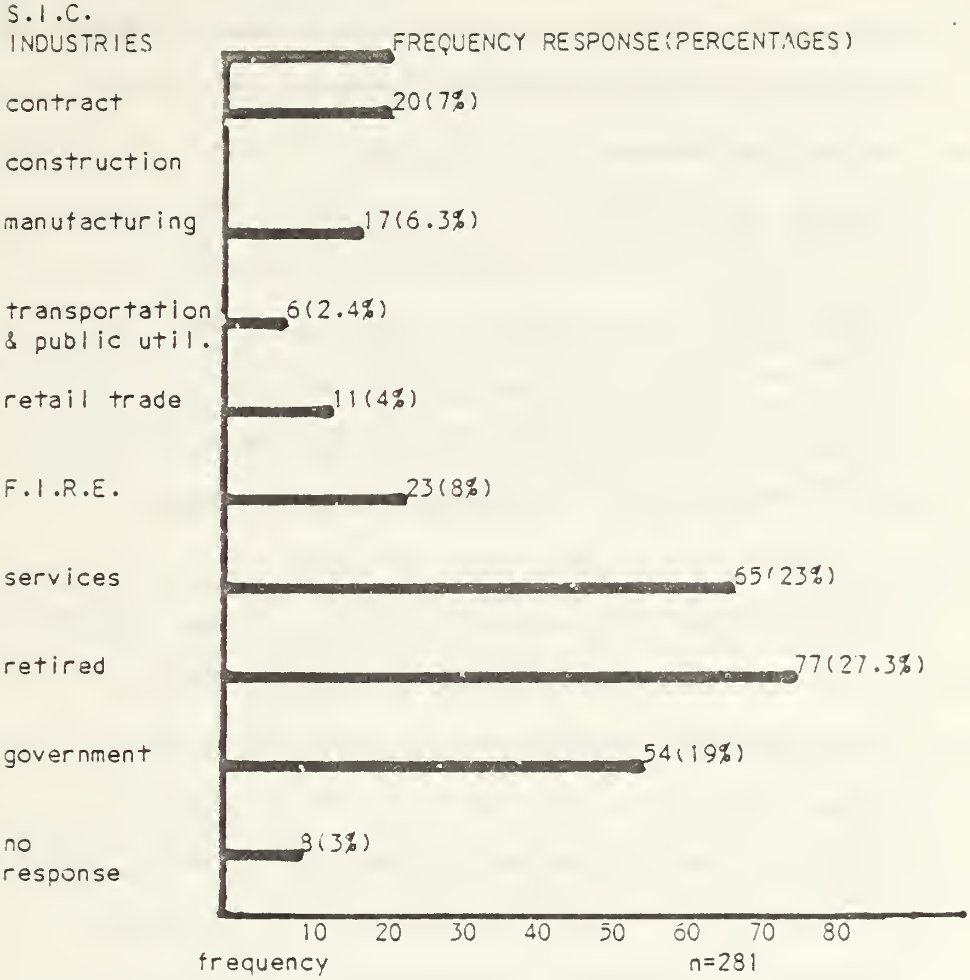

FIGURE 1 HISTOGRAM OF HEADS OF HOUSEHOLD OCCUPATION

TABLE 1 HEAD OF HOUSEHOLD
S.I.C. EMPLOYMENT QUESTIONNAIRE RESULTS

index: 00: the standard industrial code
(No.): number of responses (count)
(%): percentage of total responses

AGRICULTURAL SERVICES,FORESTRY,FISHERIES; SUBTOTAL(No.)__0__,(%)__0__

MINING; SUBTOTAL(No.)__0__,(%)__0__

CONTRACT CONSTRUCTION;
15(No.)___8_(%)_2.8_,16(No.)___2_(%)__.7_,17(No.)__10_(%)_3.5_,
SUBTOTAL(No.)__20_,(%)___7_
MANUFACTURING;
23(No.)__2__(%)__.7_,24(No.)_____(%)_____,25(No.)_____(%)_____,
26(No.)_____(%)_____,27(No.)__2__(%)__.7_,28(No.)_____(%)_____,
29(No.)_____(%)_____,30(No.)__1__(%)__.3_,31(No.)_____(%)_____,
32(No.)_____(%)_____,33(No.)_____(%)_____,34(No.)__3__(%)__1__,
35(No.)__3__(%)__1__,36(No.)__3__(%)__1__,37(No.)__1__(%)__.3_,
38(No.)__2__(%)__.7_,39(No.)_____(%)_____,
SUBTOTAL(No.)__17_,(%)_6.3_

TRANSPORTATION AND OTHER PUBLIC UTILITIES;
41(No.)_____(%)_____,42(No.)__2__(%)__.7_,43(No.)_____(%)_____,
44(No.)__2__(%)__.7_,45(No.)_____(%)_____,46(No.)_____(%)_____,
47(No.)_____(%)_____,48(No.)__1__(%)__.3_,49(No.)__1__(%)__.3_,
SUBTOTAL(No.)__6__,(%)_2.4_

WHOLESALE TRADE; SUBTOTAL(No.)__0__,(%)__0__

RETAIL TRADE;
52(No.)_____(%)_____,53(No.)_____(%)_____,54(No.)__2__(%)__.7_,
55(No.)__3__(%)__1__,56(No.)__1__(%)__.3_,57(No.)_____(%)_____,
58(No.)__2__(%)__.7_,59(No.)__3__(%)__1__,
SUBTOTAL(No.)_11__,(%)__4__

FINANCE, INSURANCE, AND REAL ESTATE;
60(No.)__2__(%)__.7_,61(No.)__2__(%)__.7_,62(No.)__1__(%)__.3_,
63(No.)__4__(%)_1.4_,64(No.)__2__(%)__.7_,65(No.)__6__(%)_2.1_,
66(No.)__4__(%)_1.4_,67(No.)__1__(%)__.3_,
SUBTOTAL(No.)__23_,(%)__8__
SERVICES;
70(No.)__5__(%)_1.8_,72(No.)__6__(%)_2.1_,73(No.)__12_(%)_4.3_,
75(No.)__2__(%)__.7_,76(No.)_10__(%)_3.5_,78(No.)_____(%)_____,
79(No.)_____(%)_____,80(No.)_11__(%)_3.9_,81(No.)__5__(%)_1.8_,
82(No.)__6__(%)_2.1_,83(No.)__5__(%)_1.8_,84(No.)_____(%)_____,
86(No.)_____(%)_____,89(No.)__3__(%)__1__,
SUBTOTAL(No.)__65_,(%)_23__
RETIRED;(NO.)_77__(%)_27__

GOVERNMENT EMPLOYED;(NO.)_54__(%)_19__

NO COMMENT;(NO.)__8__(%)__3__

TOTAL(No.)_281_,(%)_100_

Annual Income Levels by Heads of Households

The observations tallied in Figure 2 and Table 2 denote a higher percentage of middle income respondents throughout the working residents of the city. Figure 2 is a bar chart representing the average annual income for Heads of Households in thousands of dollars for each particular major industry group. The sample size in Figure 2 is 227 respondents since 54 did not respond out of the total 281 observations. The figure in parenthesis is the average annual income level in thousands of dollars for that particular industry.

Table 2 amplifies the information contained in Figure 2. The major industry groups in the rows (across the table) have a row index in the upper left hand corner of the table. This row index provides information for the values in each column. The first number in each cell is the actual number of responses(count=x) for each particular answer category. The second number is the column percent (col % =y), and the third number is the row persent (row % =z). For example, in the F.I.R.E. industry row, column C (which is annual income of greater than and equal to $20,000 and less than $30,000) illustrates a count of 7. These responses are 11 percent of the total column percentage and 30 percent of the total row percentage for F.I.R.E.

22.2 percent annually earn between $20,000 and $30,000,

17.5 percent annually earn between $10,000 and $20,000,

12.2 percent annually earn greater than $50,000,

11.0 percent annually earn less than $10,000,

10.0 percent annually earn between $30,000 and $40,000,

6.8 percent annually earn between $40,000 and $50,000,

20.3 percent of the respondents did not answer this question.

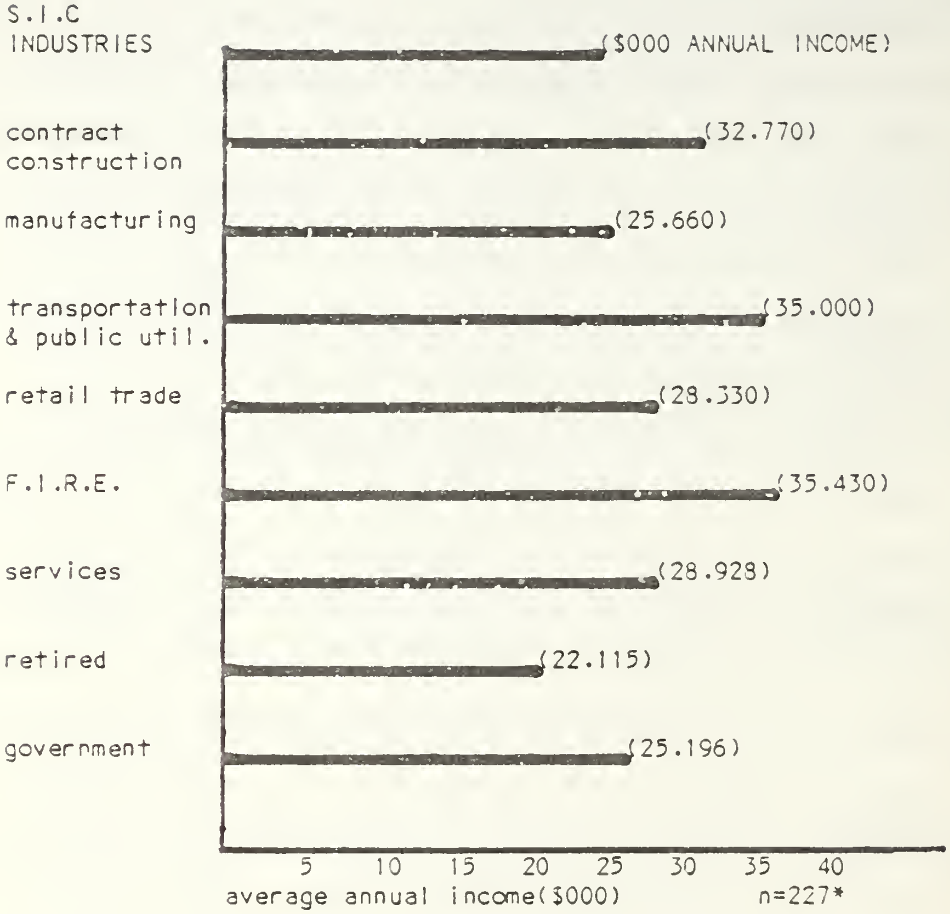

FIGURE 2 HISTOGRAM OF HEADS OF HOUSEHOLD AVERAGE ANNUAL INCOME

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* n=227, total sample size is 281, 54 of which are no responses.

TABLE 2—INDUSTRIAL CODE(S.I.C.) VS. INCOME

row index:
count=X
col %=Y
row %=Z

								INCOME
S.I.C.	A	B	C	D	E	F	G	H
contract	0	4	2	8	2	2	2	20
constr.	0	8.6	3.7	17.6	16.6	6.6	3.8	7
	0	20	10	40	10	10	10	
manufact.	4	2	2	5	0	2	2	17
	12.5	4.3	3.7	11.6	0	6.6	3.8	6.3
	23	12	12	29	0	12	12	
transp.&	0	0	4	0	0	2	0	6
public	0	0	7.4	0	0	6.6	0	2.4
utilities	0	0	65.6	0	0	33.4	0	
wholesale	0	0	0	0	0	0	0	0
trade	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	
retail	0	0	4	2	0	0	5	11
trade	0	0	7.4	5.8	0	0	7.6	4
	0	0	36	18	0	0	46	
F.I.R.E.	0	5	7	2	0	9	0	23
	0	8.6	11	5.8	0	26.6	0	8
	0	22	30	8.7	0	39	0	
services	3	20	9	9	6	9	9	65
	9.5	39	14.9	23.5	33	26.6	15.3	23
	4.6	31	13.8	13.8	8.8	148	14	
government	9	8	17	11	2	4	3	54
	28	17	29.6	29.4	16.6	13.3	11.5	19
	16.6	15	31	20.4	4	7.5	5.5	
retired	16	11	13	2	4	6	25	77
	50	21.5	22.3	5.8	33.8	13.3	42.3	27
	20.5	14	16.6	3	5.8	7.8	32.3	
no	0	0	0	0	0	0	8	8
response	0	0	0	0	0	0	15.3	3
to S.I.C.	0	0	0	0	0	0	100	
tot.count	32	50	58	39	14	34	54	281
tot col.%	11%	17.5%	22.2%	10%	6.8%	12.2%	20.3%	100%

COLUMN INDEX:

A= §$10,000	E=$40,000§$50,000
B=$10,000§$20,000	F= †$50,000.
C=$20,000§$30,000	G=no response to income
D=$30,000§$40,000	H= row total count/row total percent

These results were obtained by combining the answers to questions number 19 and number 21 of the head of household questionnaire (Appendix A). What is interesting to note is the majority of high wage earners are in the FIRE and services sectors while the majority of low income levels are retired. The average annual income for retired is $22,115, for FIRE it is $35,430 as noted in Figure 2.

Business Establishment Levels by Industry (S.I.C.)

Of the 1,351 businesses licensed in the City of Jacksonville Beach the survey observations tallied in Figure 3 and Table 3 denote: 44.2 percent are services industry, 40.7 percent are retail trade, 5.3 percent are FIRE, 4.8 percent are contract construction, 3.8 percent are transportation and other public utilities, and less than 1 percent are manufacturing industry.

Figure 3 is a bar chart which provides the number of business establishments by major industry groups within the city of Jacksonville Beach. The first number within the parenthesis is the actual count or number of businesses for that industry group. The second number is the percentage for that particular industry group of all business establishments within the city.

Table 3 is an amplification of the information contained in figure 3. Table 3 breaks down the industry by the two digit Standard Industrial Code (S.I.C.) and notes the number (No.) of business establishments for that code and a percent (%) of the total establishments in that particular industry.

These results are compiled from question number 2 of the survey in Appendix A, and indicate that agricultural services, forestry, fisheries and wholesale trade industries are not part of the local economic system, in addition, manufacturing is close to non-existent.

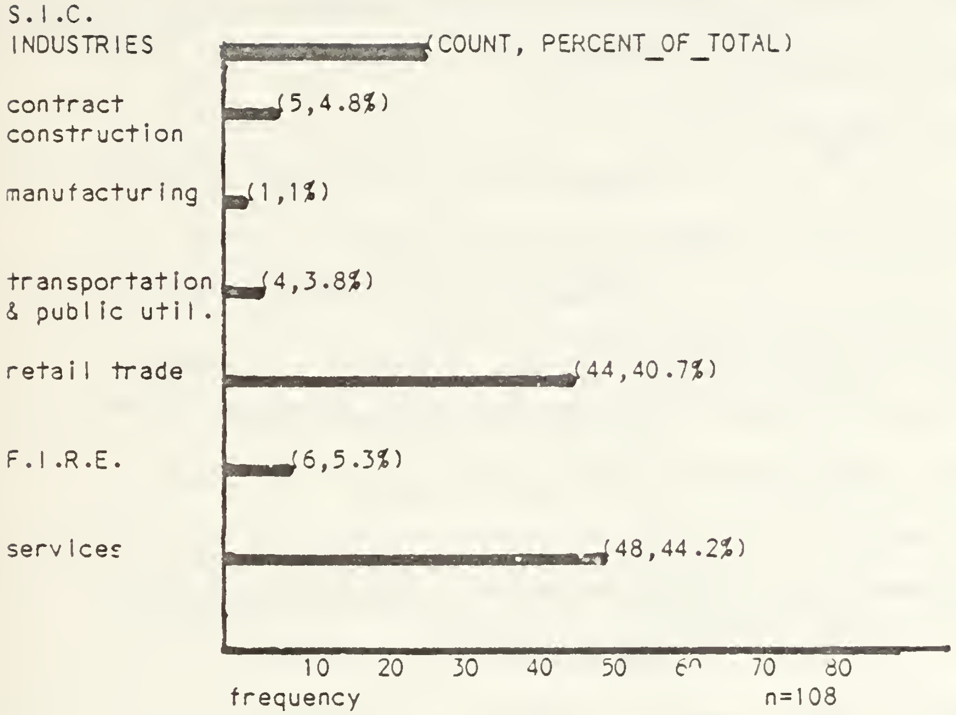

FIGURE 3 HISTOGRAM OF BUSINESS ESTABLISHMENTS WITHIN THE CITY OF JACKSONVILLE BEACH

TABLE 3--BUSINESS PROPRIETOR
BUSINESS ESTABLISHMENT LEVELS BY INDUSTRY
SIC CODE -- MAJOR INDUSTRY GROUPS

Index:00: the standard industrial code
(No.):number of responses(count)
(%):percentage of total responses

AGRICULTURAL SERVICES,FORESTRY,FISHERIES; SUBTOTAL(No.)__0__,(%)__0__

MINING; SUBTOTAL(No.)__0__,(%)__0__

CONTRACT CONSTRUCTION;
15(No.)___2_(%)__2__,16(No.)__1__(%)__1__,17(No.)__2__(%)__2__,
SUBTOTAL(No.)__5__,(%)_4.8_
MANUFACTURING;
29(No.)_____(%)_____,30(No.)__1__(%)__1__,31(No.)_____(%)_____,
SUBTOTAL(No.)__1__,(%)__1__

TRANSPORTATION AND OTHER PUBLIC UTILITIES;
41(No.)_____(%)_____,42(No.)__2__(%)__2__,43(No.)_____(%)_____,
44(No.)_____(%)_____,45(No.)__2__(%)_1.8_,46(No.)_____(%)_____,
SUBTOTAL(No.)__4__,(%)_3.8_

WHOLESALE TRADE; SUBTOTAL(No.)__0__,(%)__0__

RETAIL TRADE;
52(No.)_____(%)_____,53(No.)__3__(%)_2.7_,54(No.)__9__(%)__9__,
55(No.)_____(%)_____,56(No.)__4__(%)__4__,57(No.)_____(%)_____,
58(No.)__14_(%)__13_,59(No.)__10_(%)__10_,
SUBTOTAL(No.)_41__,(%)_40.7_

FINANCE, INSURANCE, AND REAL ESTATE;
63(No.)_____(%)_____,64(No.)__1__(%)__1__,65(No.)__5__(%)_4.3_,
SUBTOTAL(No.)__6__,(%)_5.3_

SERVICES;
70(No.)__6__(%)_5.5_,72(No.)__8__(%)_7.4_,73(No.)__6__(%)_5.5_,
75(No.)__4__(%)__4__,76(No.)_____(%)_____,78(No.)_____(%)_____,
79(No.)__2__(%)__3__,80(No.)_11__(%)__10_,81(No.)__6__(%)_5.5_,
82(No.)__4__(%)__4__,83(No.)__3__(%)_2.7_,84(No.)_____(%)_____,
SUBTOTAL(No.)__48_,(%)_44.2_

TOTAL(No.)_108_,(%)__100_.

Manufacturing as an industry has been declining ever since the end of World War II. The services sector is typically the largest component for most average economic systems in the United States today. Table 3 like Table 1 is compiled from the results provided in the survey utilizing Table 1 of Appendix C as a guide. Table 3 delineates explicitly by two digit Standard Industrial Code the count and percentage of major industry groups within the City of Jacksonville Beach.

What is important to note concerning the business proprietors questionnaire results, Appendix A, is the attitude surrounding the responses. Generally, the business proprietors are optimistic regarding not only their business and their rate of returns but also concerning their locations within the City of Jacksonville Beach. Specifically noted are the responses to questions number 9, 10, 11, 12, 13 and 14 of the business proprietor's questionnaire, Appendix A.

Average Age of Respondents

For purposes of analysis by age, the six age groups used in the surveys where classified in the following categories: young adults, ages 18-30; young-middle-aged, ages 31-39, middle-middle-aged, ages 40-50, older-middle-aged, ages 51-60, elderly, 61-70 and the over 71 age group. Figure 4 is a bar chart of the average ages of the heads of households by industry. This chart provides two numbers for each industry in parenthesis. The first number is the average age of the individuals working in that particular industry. The second number is the percentage of that particular industry compared to the total of all industries within the City of Jacksonville Beach. Table 4 displays additional detail of age versus industry cross-tabulated with

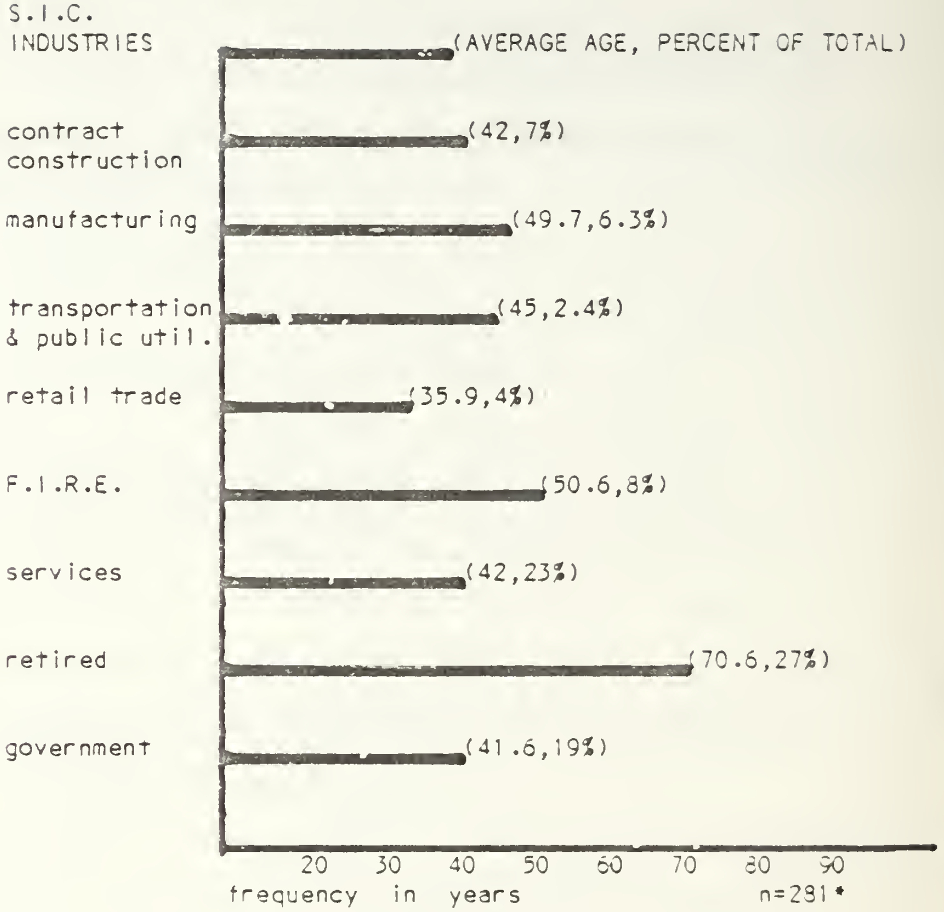

FIGURE 4 HISTOGRAM OF HEADS OF HOUSEHOLD AVERAGE AGE

TABLE 4
STANDARD INDUSTRIAL CODE(S.I.C.) VS. AGE

Row Index:
count=x
col %=y
row %=z

								AGE
S.I.C.	A	B	C	D	E	F	G	H
contract	2	9	4	3	2	0	0	20
constr.	6.2	16	10	6.2	3.8	0	0	7
	10	45	20	14.7	10.3	0	0	
manufact.	4	2	2	0	9	0	0	17
	12.5	4	5	0	15.3	0	0	6.3
	24	11.5	11.5	0	53	0	0	
transp.&	2	0	2	0	2	0	0	6
public	6.2	0	5	0	3.8	0	0	2.4
utilities	33.4	0	33.3	0	33.3	0	0	
wholesale	0	0	0	0	0	0	0	0
trade	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	
retail	0	4	3	4	0	0	0	11
trade	0	8	5	12.5	0	0	0	4
	0	36	28	36	0	0	0	
F.I.R.E.	4	2	7	0	7	3	0	23
	12.5	4	15	0	11.5	4.36	0	8
	17.3	8.7	30	0	30	14	0	
services	13	20	11	15	6	0	0	65
	37.5	36	25	43.7	7.6	0	0	23
	20	31	17.2	23	8.8	0	0	
government	9	20	13	61	4	2	0	54
	25	32	30.6	18.7	7.66	4.3	0	19
	16.6	36.7	24	11.5	7.5	3.7	0	
retired	0	0	2	2	24	49	0	77
	0	0	5	6.2	42.3	91.4	0	27
	0	0	3	3	31	63	0	
no	0	0	0	4	4	0	0	8
response	0	0	0	12.5	7.6	0	0	3
to S.I.C.	0	0	0	50	50	0	0	
tot.count	36	55	44	34	58	54	0	281
tot col.%	13.9%	23%	14.5%	10.2%	20%	18.4%	0	100%

column index:

A= 18-30 years	D= 51-60 years	G=no response to age
B= 31-39 years	E= 61-70 years	H= row total count row total percent
C= 40-50 years	F= +70 years	

additional information. The first number in each cell is the actual umber of responses (count) for each particular industry, the second number is the column percent and the third number is the row percent.

The survey observations as noted in Table 4 also denote an evenly balanced age distribution for the working heads of household throughout the S.I.C. occupations: 13.9 percent are between 18 and 30 years of age, 23 percent are between 31 and 39 years of age, 14.5 percent are between 40 and 50 years of age, 10.2 percent are between 51 and 60 years of age, 20 percent are between 61 and 70 years of age, and 18.4 percent are greater than 70 years of age, again, 3 percent did not respond to this question. These results were obtained by combining the answers to questions number 1 and number 19 of the head of household questionnaire (Appendix A).

The first part of this chapter has dealt primarily with an analysis of the producers perceived attitudes for the city of Jacksonville Beach in order to determine the amount of diversity for business establishments and its resident labor force characteristics. Now we turn our attention to the perceived attitudes of consumers towards the quality and costs of the municipal services. The consumer respondents are in many cases the same individuals as the producer respondents, however, they are now thinking and responding in terms of consumers. Consumers living and working within the borders of the City of Jacksonville Beach.

Perceived Problems in Jacksonville Beach

The survey identifies what Jacksonville Beach citizens and business proprietors perceive as the most significant problems facing their city. They are as follows, based on magnitude of frequency mentioned; Resident Heads_of_Household: Utilities, redevelopment, growth, traffic, parking, crime, housing, jobs, mass transportation, schools, police protection, no comment and fire protection. Proprietors of Business: growth-redevelopment, utilities, traffic, crime, jobs, taxes, parking, housing, parking, housing, downtown parking, mass transit/transportation, and no comment. Figure 5 is a bar chart noting the significant problems perceived by the business proprietors. The first number in parenthesis is the actual number of responses(count) for that particular category of problems. The second number is the percentage of responses that particular category of problems received compared to the total sample count. In this chart, the total count or sample size(n) is 324 since each respondent provided three responses to the question.

Table 5 displays a matrix distribution with the rows being the perceived problems and the columns being the industry group for the business establishments. Table 5 amplifies Figure 5 by breaking down specifically the count by industry by problem.

Each respondent was requested to provide more than one response (between 2 and 3) on this question to be precise there are exactly 3 times as many responses on this question. Each respondent marked 3 responses for the questions on Figure 5 and Figure 6. The first number on these histograms denote the actual numbers of responses for each particular answer category, while the number in parentheses is the actual number in percentage form. As evidenced by the histogram on Figure 6 utilities is by far the most frequently mentioned problem for the residents of the city while growth-redevelopment in Figure 5 is the most frequently mentioned problem for the business proprietors.

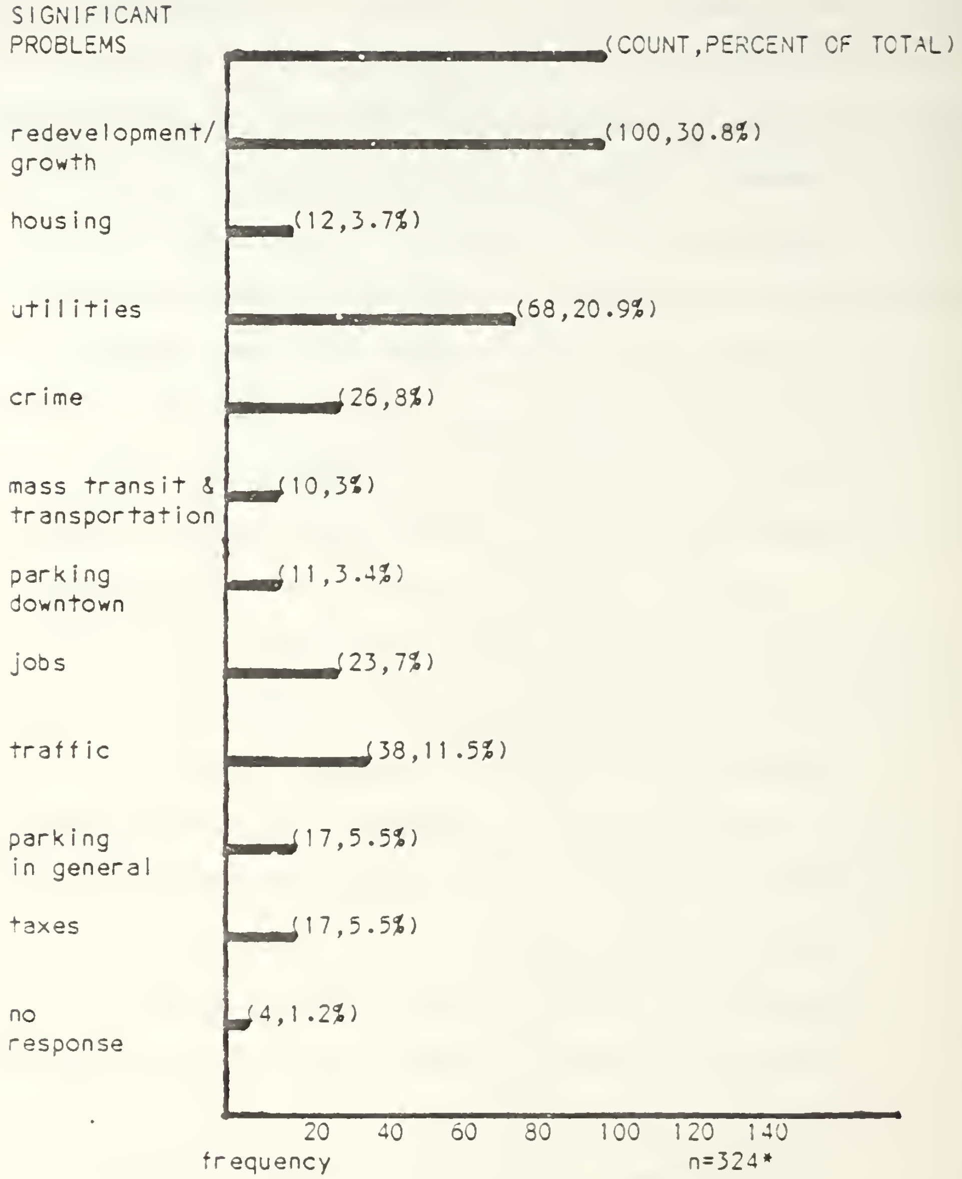

FIGURE 5 HISTOGRAM OF SIGNIFICANT PROBLEMS PERCEIVED BY THE BUSINESS PROPRIETORS

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*n=324, each respondent observed 3 significant problems,@ n=3x108=324.

TABLE 5-PERCEIVED SIGNIFICANT PROBLEMS OF BUSINESS PROPRIETORS VS. S.I.C.

									SIC
PROBLEMS	A	B	C	D	E	F	G	H	I
redevel/	9	0	3	0	43	7	38	0	100
growth	60	0	25	0	32.7	403	26.4	0	30.8
	9	0	3	0	43	7	38	0	
housing	0	0	0	0	8	0	4	0	12
	0	0	0	0	5.8	0	1.8	0	3.7
	0	0	0	0	75	0	25		
utilities	4	2	4	0	20	3	35	0	68
	26	66	33	0	15.4	18	24.5	0	20.9
	5.8	3	5.8	0	30	4.4	51	0	
crime	0	0	0	0	13	3	10	0	26
	0	0	0	0	9.6	18	7.5	0	8
	0	0	0	0	50	12	38	0	
mass	0	0	0	0	5	0	5	0	10
transit	0	0	0	0	3.8	0	3.6	0	3
transp.	0	0	0	0	50	0	50	0	
parking	0	0	0	0	8	0	3	0	11
downtown	0	0	0	0	5.8	0	1.8	0	3.4
	0	0	0	0	73	0	27	0	
jobs	0	0	0	0	8	4	9	0	23
	0	0	0	0	5.8	24	5.6	0	7
	0	0	0	0	34	17	39	0	
traffic	0	0	2	0	15	0	21	0	38
	0	0	16.6	0	11.6	0	15	0	11.5
	0	0	5.2	0	39.4	0	55.4	0	
parking	2	0	2	0	5	0	8	0	17
	14	0	16.6	0	3.8	0	5.6	0	5.5
	11.7	0	11.7	0	29.3	0	47.3	0	
taxes	0	0	1	0	8	0	8	0	17
	0	0	8.3	0	5.8	0	5.6	0	5.0
	0	0	5.4	0	47.3	0	47.3	0	
no	0	1	0	0	0	0	3	0	4
response	0	34	0	0	0	0	1.8	0	1.2
	0	25	0	0	0	0	75	0	
tot.count	15	3	12	0	132	13	144	0	324
tot.col.%	4.3	1	3.8	0	40.7	5.3	44.4	0	100

column index S.I.C.:
A= contract construction
B= manufacturing
C= transportation public utilities
D= wholesale trade

E= retail trade F= F.I.R.E.
G= services
H= no responses to S.I.C.
I= row total count row total percent of column

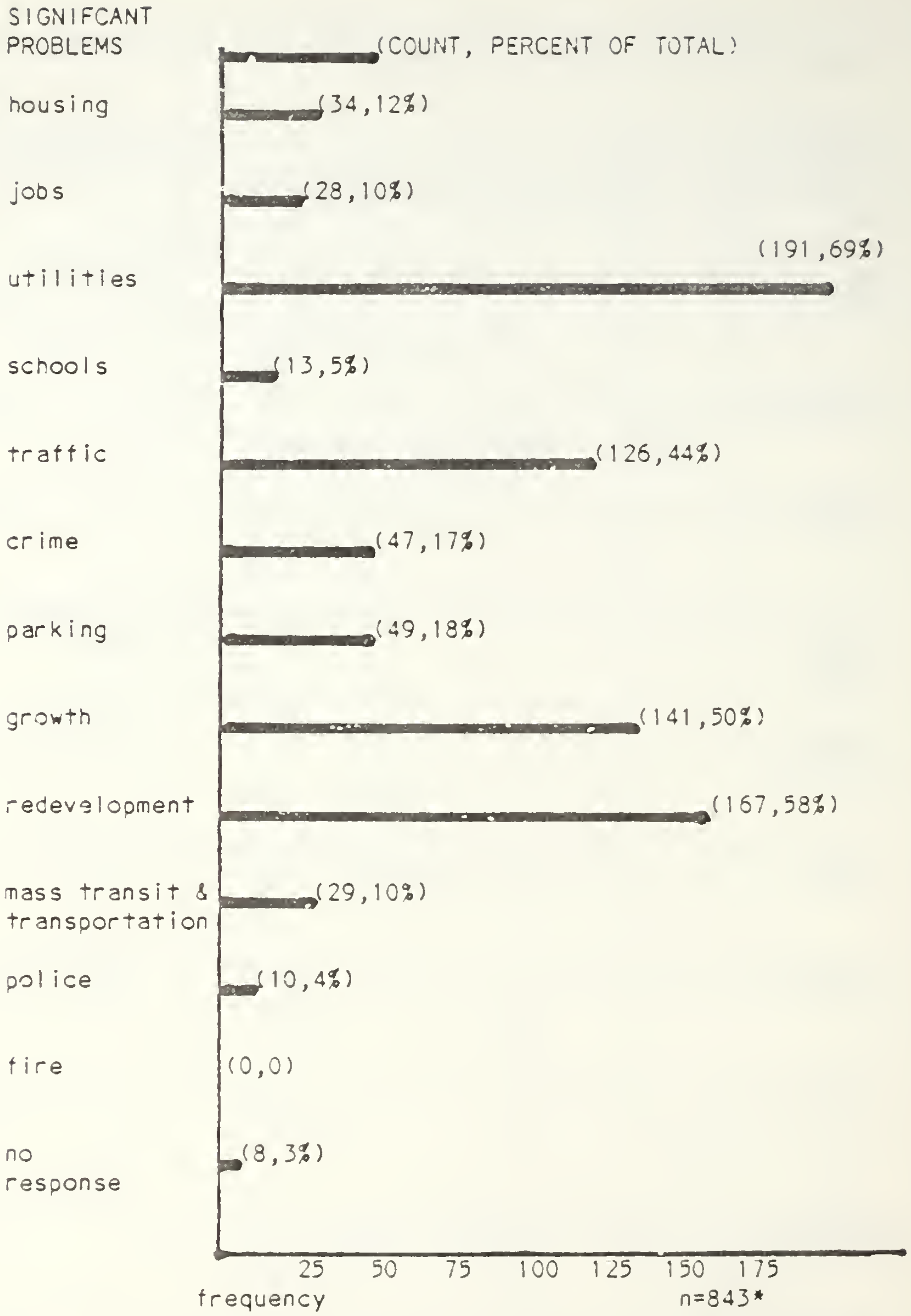

FIGURE 6 HISTOGRAM OF SIGNIFICANT PROBLEMS PERCEIVED BY THE HEADS OF HOUSEHOLD

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*n=843, each respondent observed 3 significant problems,∂ n=3x281=843.

Analysis by Income

Income is the principle area with the highest level of no responses (N.R.). The average annual income for the respondents is $27,114. This is above the median income level for households noted in the 1983 census data. The individuals providing their income levels in the questionnaire were not ashamed of their financial position and were above-average in income levels. Even though over 20 percent of the respondents did not provide their income levels, they did respond to the question regarding significant problems. Based on the analysis by age and income a correlation could be drawn to note that the individuals who did not respond on the income levels were primarily low income and elderly.

Table 6 is a matrix which cross tabulates the perceived problems of Heads of Households with their average annual income levels. The columns A through E are indexed by income levels. The rows are the perceived problems with the first number in the cell designating the actual number of responses. The second number represents the column percent and the third number represents the row percent. For example, in column B (which is average annual income level equal to or greater than $10,000 and less than $20,000) and in the row for utilities, there were 44 responses of which these responses are 30 percent of the total responses for the column and 23 percent of the rows responses.

Housing as noted in Table 6 is perceived to be a problem for not only the lower-incomes, both $0-$10,000 and $10-$20,000, but also the no responses (N.R). Jobs are perceived to be a problem for the lower-income level of $0-$10,000 and the N.R. Utilities is perceived to be a major problem for all income levels. Schools are a perceived problem for the low-income level of $0-$10,000. Traffic is perceived to be a

TABLE 6-PERCEIVED SIGNIFICANT PROBLEMS OF HEADS OF HOUSEHOLDS VS. INCOME

PROBLEMS	A	B	C	D	E	F	G	H
housing	5	10	5	3	0	3	8	34
	5.5	7	2.7	3	0	2.5	4.7	12
	15.4	30.7	15.4	7.7	0	7.7	23	
jobs	8	2	5	2	0	2	9	28
	8.3	1.7	2.7	3	0	2.5	4.7	10
	27	9	18	9	0	9	27	
utilities	18	44	46	18	13	28	29	191
	19.4	30	22	22	21.7	27.5	17.5	69
	9.4	23	21.6	9.4	6.7	14.8	15.1	
schools	5	3	0	3	0	2	0	13
	5.5	1.7	0	3	0	2.5	0	5
	42	20	0	20	0	18	0	
traffic	16	21	21	21	10	8	29	126
	16.6	14	11	25	17.3	7.5	17.5	44
	12.5	16.6	16.6	16.6	8.3	6.2	23	
crime	3	8	8	5	1	1	21	47
	2.7	5.2	4	6.2	4	2.5	11	17
	5.5	16.6	16.6	11	2.7	2.7	39	
parking	5	0	15	2	5	8	14	49
	5.5	0	8.3	3	8	7.5	8	18
	10.5	0	31.5	5.2	10.5	15.7	26.6	
growth	10	26	42	16	8	21	18	141
	11	17.5	22	19	13	20	11	50
	7.4	18.5	30	11	5.5	15	12.6	
redevel.	13	32	45	13	16	21	27	167
	13.8	21	23.6	15.8	26	20	16	58
	8	19	27	8	9.5	12.7	15.8	
mass trans. & transit	5	0	5	0	5	9	5	29
	5.5	0	2.7	0	8	7.5	3	10
	18	0	18	0	18	28	18	
police	5	2	0	0	0	0	3	10
	5.5	1.7	0	0	0	0	1.9	4
	50	20	0	0	0	0	30	
fire	0	0	0	0	0	0	0	0
no respones	0	0	0	0	0	0	8	8
tot. count	93	148	187	83	58	103	8	843
tot.col.%	11	17.5	22.2	10	6.8	12.2	20.3	100

A= §$10,000. D=$30,000§$40,000 row total percent of column

B=$10,000§$20,000 E=$40,000§$50,000. F= †$50,000.

C=$20,000§$30,000 G=no response to income H= row total count major problem for all income levels. Crime is perceived to be a problem for the N.R., the $10-$20,000 and $20-$30,000 income levels.

Parking is perceived to be a problem specifically for the $20-$30,000 income level and not a problem to the $10-$20,000. Growth is seen as a major problem for all income levels, however, the $40-$50,000 income level perceives it as less of a problem. Redevelopment is perceived as a significant problem for all income groups. Mass transit is a perceived problem across the board, excluding $10-$20,000 and $30-$40,000 income levels. Police protection is a perceived problem for the lower-income level.

Significant Problems by Age Groups

Figure 7 is a bar chart which graphs the average age for heads of households in response to the perceived significant problems facing the city. The first number in parenthesis is the average age for the head of household and the second number in the parenthesis is the percentage of heads of households who voted for that particular category or problem. The percentage figure is based on a total of 300 percent since each respondent voted three times.

Table 7 provides amplification of figure 7, and breaks down the specific age groups in columns A through colunm F in relationship to the perceived problems. The row index is the same as other tables of this format. The first number in the cell is the count or number of responses for that row and column. The second number in the cell is the column percent for that column count and the third number in the cell is the row percent for that row count. For example, police protection is a small problem considering only 4 percent of the respondents identified it as a problem, however, considering seventy-five percent of the respondents who voted for this category were over 61 years of age and

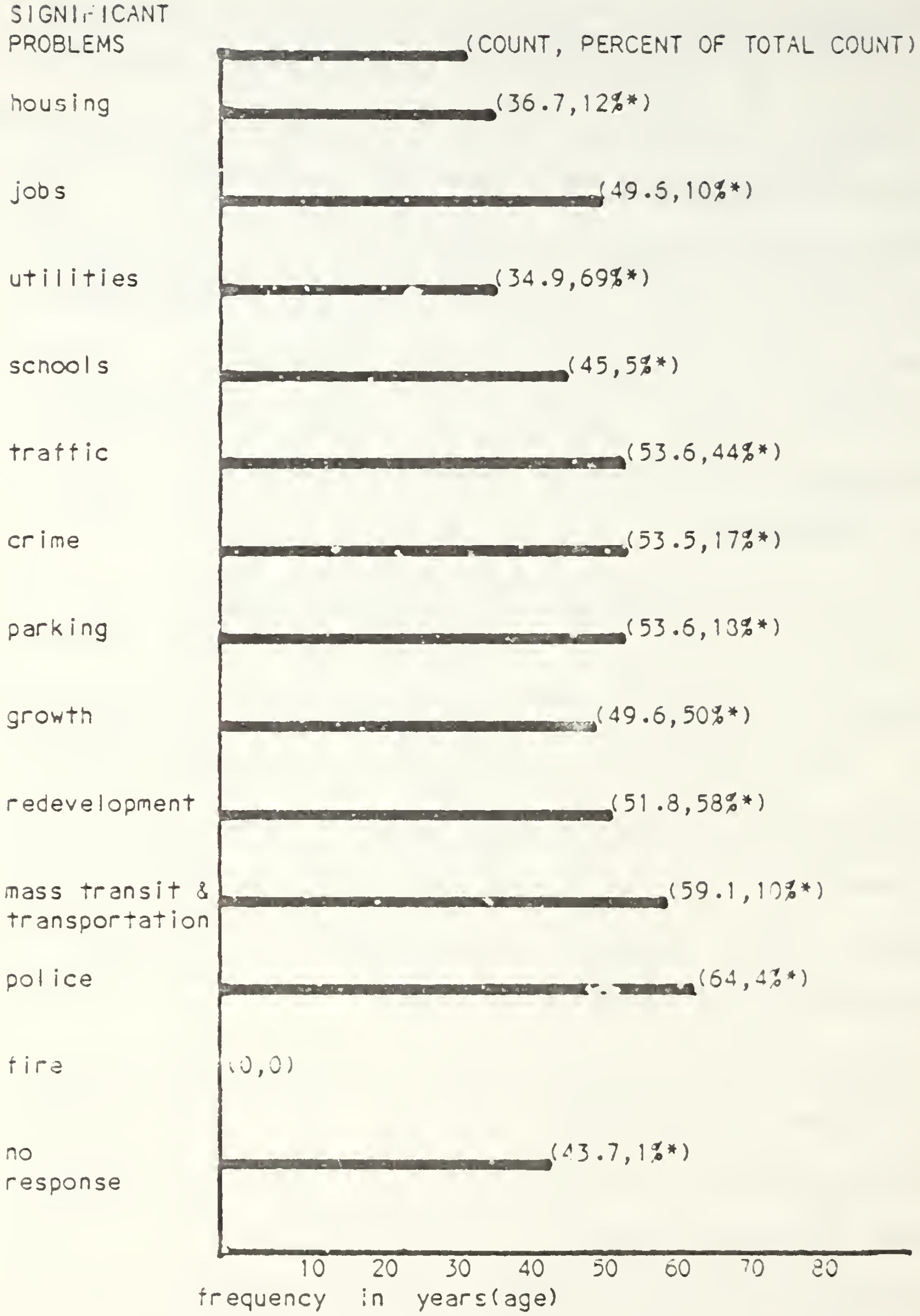

FIGURE 7 HISTOGRAM OF SIGNIFICANT PROBLEMS PERCEIVED BY THE HEADS OF HOUSEHOLD BY AVERAGE AGE

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*% represents the percent of times voted since each respondent voted 3 times or out of 300%.

TABLE 7-PERCEIVED SIGNIFICANT PROBLEMS OF HEADS OF HOUSEHOLDS VS. AGE

								AGE
PROBLEMS	A	B	C	D	E	F	G	H
housing	23	0	3	3	0	5	0	34
	19.5	0	2	3	0	3.3	0	12
	69	0	7.7	7.7	0	15.6	0	
jobs	5	2	12	0	2	7	0	28
	4.3	1.4	8.6	0	1.5	5	0	10
	18	9	37	0	9	27	0	
utilities	34	42	28	23	43	21	0	191
	28	22	24	27	24	13.5	0	69
	17.8	22	15	12	22	11	0	
schools	3	3	4	0	0	3	0	13
	2	1.4	4.3	0	0	1.7	0	5
	24	23	30	0	0	23	0	
traffic	8	31	13	18	30	26	0	126
	6.5	16.6	10.8	21	17	17	0	44
	6.2	25	10.4	14.5	23	20.9	0	
crime	2	13	5	8	8	11	0	47
	2	7	4.3	9	4.5	6.7	0	17
	5.5	27.7	11	16.6	16.6	22.6	0	
parking	8	8	5	0	18	10	0	49
	6.5	4.2	4.3	0	10.6	6.7	0	18
	15.7	15.7	10.5	0	37	21.1	0	
growth	20	39	20	8	26	28	0	141
	17.4	21	17.4	9	15	17	0	50
	14.8	27.9	14.8	5.5	18.5	18.8	0	
redevel.	15	42	21	21	39	29	0	167
	13	22.2	17.4	24	22.7	18.6	0	58
	9.3	25	12.5	12.5	23.4	17.4	0	
mass	0	5	5	3	5	11	0	29
trans. &	0	2.7	4.3	3	3	6.7	0	10
transit	0	18	18	9	18	37	0	
police	0	2	0	0	3	5	0	10
	0	1.4	0	0	1.5	3.3	0	4
	0	25	0	0	25	50	0	
fire	0	0	0	0	0	0	0	0
no responses	0	3	3	2	0	0	0	8
tot. count	118	190	119	86	174	156	0	843
tot.col.%	13.9	23	14.5	10.2	20	18.4	0	100

COL.INDEX:A=18-30 yrs. B=31-39 yrs. C=40-50 yrs. D=51-60 yrs. E=61-70 yrs. F=+70 yrs. H=row total count & row total % of col. G=no response to age the average of the respondents was 64, it is obviously a perceived problem for the elderly.

Housing is perceived to be a major problem for young adults with almost 70 percent of the responses in this age group. In addition, the elderly concur with over 15 percent of the responses. Jobs are perceived to be a problem to young adults, parents of young adults (40-50 years of age) and the elderly. Utilities are perceived to be a major problem to all age groups. Traffic is perceived to be a major problem to the older-middle age adults the 51-60 years of age. Crime is a problem primarily to the elderly and the 31 to 40 age groups. Parking is perceived to be a primary problem to the 61 to 70 age group. Growth is perceived to be a significant problem to all age groups excluding the 51 to 60 age group. Redevelopment is considered a major problem by all ages. Mass transit is not a problem to the young adults but is a problem to the elderly. The researcher assumes that mass transit is primarily a problem to the users which are typically the elderly and the lower income levels. However, the lower income levels which are not elderly do not perceive it as a problem based on the responses in the questionnaire. Fire protection is not considered to be a problem to any of the respondents, however police protection is a perceived elderly problem even though only 4% of the total sample responded.

In summary of age groups, and in priority order, the following observations are noted: for the young adults (18-30 years of age), the major problems are utilities, growth, housing and redevelopment; for the 31-39 age group the major problems are: utilities, redevelopment, growth and traffic; for the 40-50 age group the major problems are: utilities, growth, redevelopment and traffic; for the 51-60 age group the major problems are: utilities, redevelopment, traffic and crime;

for the 61-70 age group the major problems are: utilities, redevelopment, traffic and growth; and for those over 70 years of age the major problems are: redevelopment, growth, traffic, and utilities.

General Results and Analysis: Survey Analysis

Summary of Head of Household Questionnaire

The average age of the respondent is 51.2 years. Twenty-six percent of the respondents were single which is low compared to 1980 Census data which designates approximately 44 percent single, therefore, primarily married households responded to the survey. The respondents to the survey completed higher levels of education than the 1980 Census data indicates. Over 93 percent of the respondents completed high school and the Census data designates 76 percent as the norm. The average respondent owned a home, earned greater than $27,000 per year, lives in Jacksonville Beach because of the beach, has lived in Jacksonville Beach over 10 years, works in the beaches area, and does not own real estate anywhere else. The average respondent feels they pay about the right city and county taxes, ownes two or more vehicles, commutes to work less than 30 miles round trip each day, does not own a business, has two children which have grown and no longer live at home.

Summary of Business Proprietors Questionnaire

The average respondent to the business proprietors questionnaire is both the owner and manager of the business. This correlates with the number of small businesses in the city. The average respondent employs less than five persons, with average annual salaries less than $15,000 and they reside in the City of Jacksonville Beach. The proprietor has located his or her business in Jacksonville Beach primarily for the following reasons: 1) the beach area, 2) the owner bought the existing business, and 3) the owner perceived a demand for the product.

Tourism is not important to the average proprietor's business, however, a trickle down effect is perceived as important from tourism. Most proprietors percieve access, central location, parking and proximity to the beach to be major postive influences in sales. The average proprietor has an optimistic "business attitude" due to their plans to expand their business within its present location and because their gross sales and profits are still climbing. The business proprietors feel the city officials could do more for local merchants. They expect an increase in the quality of life services in the future due to the increase in population growth in the city. The average business proprietor perceives he is paying the right amount of both city and county taxes and he lives in a house and has a college education or better.

Comparison of Proprietor to Resident (Head of Household)

Since 231 Surveys were returned by the heads of households and 108 were returned from the business proprietors a weighted average of 2.60 was assigned to the proprietors observations in order to be able to compare both results. As such the following comments are noted: housing is considered a more significant problem to the residents, jobs are considered more of a problem to business, the cost of utilities is considered a more significant problem to the residents, traffic is perceived a problem by residents, crime is considered a more significant problem to business, parking is a problem to both, growth is considered a more significant problem to business, and mass transit transportation is equally a problem.

Summary of Survey

The survey indicates over 28 percent of the respondents are 65 years and older, in addition, the median age of rhe respondent is 51.2 years which indicates that a larger percentage of respondents are elderly. Over 55.2 percent of the respondents have been living in the City of Jacksonville Beach for greater than 10 years, therefore, they are well rooted and more likely to be stable members of the local municipality. The results also indicate that over 93 percent of the respondents were high school graduates, therefore, the majority tend to possess higher levels of education than the average person in the city. In addition, over 56 percent of the respondents completed 4 or more years of college.

The survey indicates the mean income for households to be $27,114, and the median income for households to be $24,220, both of which exceed the national average for the median income after being equated to 1985 dollars. One can conclude that the respondents to the questionnaire were above par compared to the national average of incomes.

The survey results on commuters indicate 83.5 percent of the respondents work outside the city limits of Jacksonville Beach which means that the vast majority of respondents commute outside their area of residence. A much older, affluent and higher educated male respondent completed this questionnaire. In summary, the "typical" respondent can be seen as a more mature, stable, affluent male with a higher education.

Census Analysis

Socio-Economic Characteristics

The 1980 Census specifies 12.2 percent of the Jacksonville Beach population to be 65 years and older and 63.9 percent to be 16 to 64 years, in addition, the median age is 31.6 years.

The national median incomes of 1983 as designated by the Bureau of the Census in their consumer income report are the following:

Female household with no husband present- $11,790.
Households - $20,890.
Families without wife in labor force - $21,890.
Families with wife in labor force - $27,290.
Head of household heads with high school degree- $24,510.
Head of household heads with college degree - $40,520.

The socio-economic situation of Jacksonville Beach typifies a city stagnant in economic growth. The majority of its residential units are greater than 25 years old and the median value for owner occupied homes is below the national and state averages. The city has a household median income level below the national, state and local MSA when taking into account the much higher percentage of working mothers.

Jacksonville Beach is a suburb to an upper poor community. It is a poor suburb. In comparison to its like neighboring suburbs, in Table 8, the city falls below the norm in its socio-economic characteristics. Relative to other suburban tracts within the local MSA, the city of Jacksonville Beach has a higher number of female-single heads of household with dependent children. Jacksonville Beach is a poor suburb, losing its middle income levels and slowly deteriorating while surrounding areas such as St. John's County are growing.

TABLE 8

JACKSONVILLE BEACH COMPARED TO OTHER SUBURBS

Economic Characteristics-1980 Census

Characteristics	Jacksonville Beach	Inside SMSA Not in C.C.	Urban Fringe State
Income in 1979-below the poverty level-percent of families	8.9	7.6	7.4
Percent of persons for whom poverty status is determined	12.4	10.5	10.1
Per capita income in 1979 dollars	7554	7769	7905
Median income in 1979 dollars for			
families	17466	18463	18727
households	14408	15823	16056
Civilian labor force-percent unemployed	5.1	4.8	4.7
Percent in labor force- 16 years and older			
male	76.6	67.5	67.7
female	53.0	45.9	46.1
female with own children under six years of age	57.3	50.5	50.5

(Source: 1980 Census)

Limitations of the Study

A limitation to any type of survey is the misinterpretation of the information on citizen satisfaction with city services. Researchers must remember that the citizens responses are only perceptions, therefore, they may not reflect actual service performance. Stipak warns local officials not to assume the respondents objectivity since subjectivity is always a major factor with surveys. (Stipak, pg. 48, 1979).

Time is an additional limitation to any survey. The planning, designing, and interviewing is an extremely time-consuming effort which requires many trade-offs. In order for survey results to be helpful in the planning and/or budgeting processes, sufficient time must be allocated for carefully designing the methodology and analyzing the results.

Bias is a limitation to any survey. In the Jacksonville Beach survey the "typical" respondent is male, 51.2 years of age, above average income, stable and with a higher education. In addition, over 28 percent of the respondents are 65 years of age and older. An over representation has occurred with the elderly. Since the sample was not stratefied the survey results do not sufficiently represent the poor and the illiterate citizens of Jacksonville Beach.

CHAPTER V
CONCLUSIONS AND RECOMMENDATIONS

The purpose of this study is to aid the City of Jacksonville Beach by providing not only current economic data and citizens perceptions by means of the survey but also to provide a portrayal of the life cycle process of the city.

Surveys are a method of communication. This survey portrays a clear and real picture of the city of Jacksonville Beach. The researcher proposes that the city of Jacksonville Beach has an unrealistic perspective, it has illusions of grandeur and does not see its citizens lamentations. This survey has been conducted to provide reception of the aspirations of the citizens of Jacksonville Beach. The city needs to become sensitive to its citizens complaints. The city needs to establish a framework or method of identifying the problems, understanding the causes and determining the correct solutions for implementation. The city needs to understand the reasons for its central business district blight and underutilized land as being the decaying process in its life cycle.

The community problems surveyed are a result of the life cycle process. Understanding the life cycle process of cities provides a comparative framework for analyzing and forecasting. Cities are alive and dynamic and they require, monitoring and evaluation on a regular basis in order to fine tune their goals and objectives. This constant attention will provide insight into fiscal conditions and citizen attitudes. Understanding the trends of deconcentration and decentralization and the process of capital accumulation provides a rational explanation for the lack of middle class residential development in the city and the abundance of middle class, residential growth in St. John's County. At the same time that the city is losing its middle class to the periphery, its residents perceive the costs of its utilities as a significant problem. City management is "caught between a rock and a hard place", caught in a structural contradiction between a collective consumption trade unionism that demands quality public services and the logic of capital(Ellison, 1984).

Conclusions

1-The city has illusions of grandeur regarding development and redevelopment.

2-The city's attitude toward revenue levy is imbalanced.

3-The city's business district is and has been decaying.

4-The city is composed of two primary income levels: the minority, middle to upper middle, residing in condominiums on the beach, and the majority, poor to lower middle, residing in the remainder of the city.

5-The relationship between the city and county millage rates is imbalanced relative to the services provided.

6-The principle commercial activities within the city are services and retail trade, both of which provide predominately low skilled, and low paying employment.

7-The primary occupations of the resident labor force are services and government which provide predominately low paying white collar employment.

A disparity exists between property taxes and utility user fees. The city is operating on a user fee mentality. The contribution from the utility fund and telephone utility tax is the largest revenue in the total general fund. The citizens who can least afford to support the city--the low and moderate income households are paying equal shares to households with three to four times their income. In addition, low and moderate income families spend two to five times as large a portion of their income on electricity as do upper income households, despite using less than one-half as much electricity. Furthermore, low and moderate income families are less capable of cutting back on useage since their useage is the basic essentials such as light and refrigeration. As renters, low and moderate income households are unable to control energy use decisions in their buildings (Hallett and Hess, 1982).

The city is encouraged to implement neighborhood projects in Conservation and Renewable Energy (CARE) technologies which can enable local residents to meet their essential energy needs while reducing the amount of energy to do so (Hallett and Hess, 1982). The benefits of CARE technologies go beyond a reduction in neighborhood energy costs. The capital investments for such a program would be made in the neighborhoods. They would provide jobs at skill levels present in the neighborhoods. They would encourage entrepreneurs to provide energy weatherization products and services for construction and rehabilitation companies.

The recommended methods to attack economic problems and assist in keeping a city fiscally solvent, are to encourage development (expansion), encourage redevelopment(upgrade/infill), and decrease costs(afficiency).

Expansion

Expansion is not likely to occur in the city of Jacksonville Beach since the city can not physically expand beyond its borders. The periphery is developed. The city is contained by bodies of water on two sides(east and west), an incorporated city to its north and a developed St. John's County to the south. In addition, expansion within its borders is also improbable since the majority of under developed and undeveloped land has a diversity of ownership.

Redevelopment

Redevelopment has been a primary goal for the city of Jacksonville Beach. It has similar goals as central cities: to remove blight and increase the economic base by redevelopment. However, the city of Jacksonville Beach depends on the growth centers of Jacksonville to provide employment to its residents (78.3 percent of its residents commute out of the city to their place of employment,1980 Cenus). The city has no supporting economic base and can not be self-sufficient, or in the words of Jane Jacobs, "import replacing" (Jacobs, 1984).

The concept of stimulating capital investments through redevelopment requires an understanding of capital disinvestment (life cycle process) and relocation factors for redevelopment. Disinvestment should not be veiled with negative connotations if the free enterprise system is to operate efficiently. Disinvestment is necessary for reinvestment or redevelopment. The disinvestment or life cycle process provides the capital for reinvestment somewhere else.

> To have the labor and capital to move into new areas we must be able to withdraw labor and capital from old, low-productivity areas. But...disinvestment is what our economy does worst. Instead of adopting public policies to speed up the process of disinvestment, we act to slow it down with protection and subsidies for the inefficient. (Bluestone and Harrison, pg.8, 1982)

Key factors exist for the location and relocation of business within an area. Appendix c, Table 2, provides a listing of 14 major relocation factors by type of facility. If redevelopment is to provide long term development it should kindle the growth of corporate headquarters and R&D facilities. A quick review of the relocation table notes that access is the key factor for development and growth. However, access is a problem for the city because of its isolated location from the growth centers of the Jacksonville MSA. Transportation access, availability of employees, energy, and large amounts of inexpensive land are the key factors for relocation by industry. However, the city does not meet these development relocation criteria.

Possibly, the city can draw future residents with a higher per capita income due to the high recreational value of the beach. In order to attract these residents, the residential units will have to be of high quality. Redevelopment projects of this type require a change in image and attitude for the city.

Changing its image can best be done with its own citizens first. Utilization of the informal citizen "grapevine" is the most efficient method of communicating a change in image and attitude. Survey results are important outputs due to the citizens evaluation of the performance of programs and policies. Surveys enhance the quality of evaluation, gather feedback from the citizens and provide a participatory form of city management. In the long run the participative form of government is the most effective since both citizens and city management are on the same team. This participative form of management is the first step in changing the image of the city and bringing it closer to its goal of redevelopment.

Efficiency

The costs of utilities was identified as a significant problem by respondents. Therefore, the city is encouraged to investigate its municipal service packages, funding and delivery arrangements. The public service infrastructure should be frequently reviewed and adjusted to the changing population size and composition. Localities such as Jacksonville Beach should consider carefully the breadth of functions and depth of responsibilities. Greater reliance on private sector delivery of public services and the transfer and consolidation of fiscal and administrative responsibilities for selected functions to other levels of government should be considered.

In conclusion, the city of Jacksonville Beach is encouraged to consider the following recommendations by appointing a committee(s) to analyze:

1- The revenue disparity regarding the utility user fees.

2- The property tax millage rates relative to services provided to owners and renters- recommend an increase in property tax millage rate.

3- The city's level of efficiency.

4- Contracting the delivery of public services by the private sector.

5- The consolidation of selected city and county functions.

6- The city's level of communication. Develope methods to incorporate the views of the citizens. Develope a participatory form of management.

7- The elimination of selected city functions.

8- The most expedient method to implement Conservation and Renewable Energy(CARE) programs.

9- The most efficient method to educate the citizens. Explain why redevelopment is necessary. Explain what types of redevelopment will provide long term growth. Communicate the trade-offs associated with progress; traffic congestion, environmental impacts(sewerage), and economic returns for the city.

In summary, the city is encourage to communicate with its citizens. By reaching out it will strengthen its support and capacity to plan and manage growth.

This study has been a preliminary review sponsored by and for the City of Jacksonville Beach. This review is a first step in the never ending process associated with city management, planning and development.

APPENDIX A
SURVEY QUESTIONNAIRES WITH FREQUENCY DISTRIBUTIONS

HEAD OF HOUSEHOLD QUESTIONNAIRE
CITY OF JACKSONVILLE BEACH (JAX.BCH.)
TOTAL RESPONDENTS= 281

1.What is your age? (No.) (%) Spouse's age? (No.) (%)

	(No.)	(%)	Spouse's (No.)	Spouse's (%)
< 20	0	0	0	0
> 20 < 30	42	13.9	40	19.5
> 31 < 39	61	23	45	21.7
> 40 < 50	36	14.5	36	17.4
> 51 < 60	33	10.2	27	13
> 61 < 70	61	20	50	24
> 70	48	18.4	9	4.4

no comment(No.)__0__(%)___0_ AVE.AGE=51.2

2.Sex: (No.) (%) Spouse's sex (No.) (%)

	(No.)	(%)	Spouse's sex (No.)	Spouse's sex (%)
M	206	73.6	39	15
F	75	26.4	220	85

no comment(No.)__0__(%)__0__

3.What was the highest level of education you completed?
Elementary(No.)__2__(%)_.8_,Middle school(No.)_13__(%)_4.8,
High School(No.)_108_(%)_38.4,College(No.)_103_(%)_36.8,
Graduate level(No.)__54_(%)_19.2.
no comment(No.)__2__(%)_.8__

4.Do you own(No.)_239_(%)_85__,rent(No.)_42__(%)_15__,your present residence? no comment(No.)__0__(%)__0__

5.Do you live in an:
Apartment(No.)_28__(%)_10__ House(No.)_225_(%)_80__
Mobile Home(No.)__6__(%)__2_ Condominium(No.)__22_(%)_8__
no comment(No.)__0__(%)__0__

6.What are the principle reasons that you choose to live in the City of Jax.Bch.?
Close proximity to job location.(No.)_27__(%)_9.6_
Close to family.(No.)_45__(%)_16__
Lower cost of living.(No.)__2__(%)__.8
Enjoy living near the beach.(No.)_164_(%)_58.4
Other.(No.)__43_(%)_15.2_ no comment(No.)__0__(%)_0__

7.How many years have you lived in the City of Jax. Bch.?
< 1 (No.)__0__(%)__0__
> 1 < 2 (No.)_22__(%)__8__
> 2 < 5 (No.)_38__(%)_13.6
> 5 < 10(No.)_66__(%)_23.2
>10 (No.)_155_(%)_55.2
no comment(No.)__0__(%)__0__

8.How many years have you lived in Florida?
< 1 (No.)__0__(%)__0__
> 1 < 2 (No.)__9__(%) 3.2_
> 2 < 5 (No.) 20__(%) 7.2_
> 5 < 10(No.) 35__(%)12.6_
>10 (No.) 216 (%) 77__
no comment(No.)__0__(%)__0__

9.How many children in your family?
0(No.) 62__(%) 22__,1(No.) 49__(%) 17.5,
2(No.) 72__(%) 25.8,3(No.) 45__(%) 18__,
> 3(No.) 36__(%) 12.7,no comment(No.) 17__(%)__6__

10. How many of your children are living with you?
0(No.) 161 (%) 57.3,1(No.) 47__(%) 17__,
2(No.)__34 (%) 12.3,3(No.) 12__(%) 4.4_,
> 3(No.)__3__(%)__1__, no comment(No.) 22__(%)__8__

11. What are the 2 or 3 most significant problems facing the City of Jax. Bch.?
Housing(No.) 34__(%) 12__,Jobs(No.) 28__(%) 10__,
Utilities(No.) 191 (%) 69_,Schools(No.) 13__(%)__5__,
Traffic(No.) 126 (%) 44__,Crime(No.) 47__(%) 17__,
Parking(No.) 49__(%) 18__,Growth(No.) 141 (%) 50__,
Redevelopment(No.) 167 (%) 58__,Police(No.) 10__(%) 4__,
Mass Transp.(No) 29 (%) 10__,Fire (No.) 0__(%) 0__,
no comment(No.)__8__(%)__3__

12.Do you feel the amount of City taxes you pay are:
Too high(No.) 78__(%) 27.6, Too low(No.)__9__(%) 3.2_,
About right(No.) 180 (%) 64.2,no comment(No.) 14__(%) 5__

13.Do you feel the amount of County taxes you pay are:
Too high(No.) 107 (%) 38__, Too low(No.)__9__(%) 3.2_,
About right(No.) 152 (%) 54__,no comment(No.)__9__(%) 3.2_

14.How many automobiles do you own?
one(No.) 91__(%) 32.5, two(No.) 134 (%) 47.6,
three(No.) 32__(%) 11.3, > three (No.)__6__(%) 2.3_.
none(No.) 17__(%) 6.3_, no comment(No.)__0__(%)__0__

15.How far do you commute one way to work? Spouse?
< 1 mi. (No.)__8__(%)___3 (No.) 24__(%) 11.6
> 1 < 5 mi.(No.) 44__(%) 15.7 (No.) 67__(%) 32.5
> 5 < 10 mi.(No.) 46__(%) 16.5 (No.) 38__(%) 18.6
> 10< 15 mi.(No.) 35__(%) 12.3 (No.) 33__(%) 16.2
> 15< 20 mi.(No.) 30__(%) 10.7 (No>) 29__(%) 14__
> 20< 25 mi.(NO.) 16__(%)__5.7 (No.)__5__(%)__2.3
> 25 mi. (No.) 23__(%)__8.3 (No.) 10__(%)__4.8
no comment (No.)__2__(%)___.8 N/A (No.) 75__(%) 27__

16.Are you employed(No.) 196 (%) 70 , Spouse(No.) 124 (%) 60
retired(No.) 73 (%) 26 , (No.) 41 (%) 20
unemployed(No.) 4 (%) 1.6, (No.) 42 (%) 20
no comment(No.) 6 (%) 2.4, N/A (No.) 0 (%) 0

17.Do you own or operate a business? Does your spouse?
Yes(No.) 38 (%) 13.6 Yes(No.) 22 (%) 11
NO (No.) 219 (%) 78.4 NO (No.) 184 (%) 89
no comment(No.) 22 (%) 8 N/A (No.) 0 (%) 0

18.Where is your place of work or business: Spouse's place of work or business:

Jax. Bch.(No.)	46	(%) 16.5	Jax. Bch.(No.)	43	(%) 32
Jax.(No.)	37	(%) 13.2	Jax.(No.)	25	(%) 19
Beaches area(No.)	53	(%) 19	Beaches area(No.)	34	(%) 25.5
Duval Co.(No.)	20	(%) 7.4	Duval Co. (No.)	17	(%) 12.7
Other(No.)	37	(%) 13.2	Other(No.)	13	(%) 10
no comment(No.)	9	(%) 3.3	N/A (No.)	76	(%) 27.2

19.What is your primary occupation? Spouse's primary occupation? Please see suplemental SIC sheet for computations.

20.If employed by the Government, for how many years?

	Head of household (No.)	(%)	Spouse (No.)	(%)
< 5	9	3.2	3	25
> 5 < 10	29	10.4	6	50
>10 < 15	11	4	0	0
>15 < 20	9	3.2	0	0
>20	43	15.3	4	25
no comment	9	3.2		
N/A			168	60

21.What is your annual income? Spouses annual income?

	(No.)	(%)	(No.)	(%)
< $5,000	8	3	12	9.5
> $5,000 <$10,000	18	6.6	15	11.9
>$10,000 <$15,000	26	9.4	30	23.8
>$15,000 <$20,000	17	6	39	31
>$20,000 <$25,000	43	14.8	15	12
>$25,000 <$30,000	22	8	3	2.3
>$30,000 <$35,000	8	3	0	0
>$35,000 <$40,000	39	14	3	2.3
>$40,000 <$50,000	28	10	9	7
>$50,000	17	6	0	0
no comment	52	20.3		

ANNUAL AVE. INCOME=$27,114.

22.Do you own real estate in the City of Jax. Bch.?
Yes(No.) 212 (%) 75.7, NO(No.) 48 (%) 17
no comment(No.) 20 (%) 7.3

23.Do you own real estate somewhere else?
Yes(No.) 37 (%) 31 , NO(No.) 168 (%) 60
no comment(No.) 25 (%) 9

24.If you do not own your place of residence, would you buy
a home in Jax. Bch.? Yes(No.)_66__(%)_23.5_,
NO (No.)_37__(%)_13_, N/A (No.)_133_(%)_47.5_,
no comment (No.)_45_(%)_16_.

BUSINESS PROPRIETOR QUESTIONNAIRE
CITY OF JACKSONVILLE BEACH (JAX.BCH.)
108 RESPONDENTS

1.What is your position description?
owner(No.)__29_(%)__27_, manager(No.)__31_(%)__29_,
both owner/manager(No.)__35_(%)__33_.
sec/tres(No.)__7__(%)__5__,no comment(No.)__6__(%)__6__

2.What type of business do you presently manage or own?
Please see SIC CODE sheet with comparisons.

3.Do you have employees presently working for you?
YES(No.)__80_(%)_73.3, NO(No.)__14_(%)_13.3,
no comment(No.)__14_(%)_13.3.
If so,how many employees are employed by you?
0(No.)__9__(%)_9.7_, 1(No.)__14_(%)_14.6
>2< 5(No.)__24_(%)__26_, >5<10(No.)__11_(%)__12_,
>10<20(No.)__12_(%)__12_,>20<40(No.)__7__(%)_7.3_,
>40 (No.)__7__(%)_7.3_, no comment(No.)__3__(%)_2.4_.

4.What is the average,annual,gross salary of your employees?
<$5k(No.)__0__(%)__0__,>$5k<$10,k(No.)__31_(%)__29_,
>$10k<$15k(No.)__28_(%)__25_,
>$15k<$20k(No.)__12_(%)__11_,
>$20k(No.)__4__(%)__4__,
no comment(No.)__33_(%)__30.

5.Where do your employees reside? Please write in the number of employees where appropriate.
City of Jax.Bch.(No.)__75_(%)__41_,
Beaches area(No.)__43_(%)__24_,
Duval County excluding above(No.)__45_(%)__24_,
Other counties(No.)__12_(%)__6__,
no comment(No.)__12_(%)__6__.

6.What are the principle reasons you have established your business in the City of Jax.Bch.?
Growth potential(No.)__11_(%)_10.6,
Beach area(No.)__26_(%)_24.5,
Suburb,small town adjacent to city(No.)__6__(%)__6__,
Bought existing business(No.)__23_(%)__21_,
Resided here prior to opening business(No.)__11_(%)_10.5,
Perceived market(No.)__25_(%)_23.4,
no comment(No.)__4__(%)__4__.

7.Is tourism critical to the financial well-being of your
business? yes(No.)__31_(%)_28.3, no(No.)__72_(%)_66.6.
no comment(No.)__5__(%)_4.6_.

8.What are the advantages or disadvantages in the present
location of your business? ______OPPOSITE________
good parking(No.)__9__(%)_7.4_, (No.)__9__(%)_7.4_,
good access(No.)__27_(%)_22__, (No.)__12_(%)_9.2_,
on the beach(No.)__13_(%)__11_, (No.)__0__(%)__0__,
lower cost(No.)__3__(%)_1.8_, (No.)__3__(%)_1.8_,
central location(No.)__13_(%)__24_,
blighted(No.)__13_(%)_9.2_,
no comment(No.)__12_(%)_9.8_.

9.How is your business presently doing?
excellent(No.)__16_(%)__15_, good(No.)__42_(%)__39_,
fair(No.)__30_(%)__28_, same(No.)__13_(%)__12_,
poor(No.)__5__(%)__5__, no comment(No.)__0__(%)__0__.

10.Do you plan on expanding your present business?
Yes(No.)__60_(%)__55_, NO(No.)__40_(%)_37.7,
no comment(No.)__8__(%)_7.3_.

11.If you do plan on expanding your present business
will you remain in the City of Jax.Bch.?
Yes(No.)__76_(%)__70_, NO(No.)__16_(%)__15_.
no comment(No.)__8__(%)_7.3_.

12.Have your average,annual, gross sales been improving
over the last few years?
YES(No.)__68_(%)_63.3, NO(No.)_19__(%)_17.7,
no comment(No.)__21_(%)__20_.

13.Can you remember a time when your gross sales were better?
Yes(No.)__24_(%)__22_, NO(No.)__57_(%)__53_,
no comment(No.)__27_(%)__25_.

14.Do you predict a better than average annual,gross
income from your business this year?
YES(No.)__70_(%)_64.4, NO(No.)_26__(%)_24.6,
no comment(No.)__12_(%)__11_.

15.Do you think the local city government could do more for
businesses like yours, or other businesses?
Yes(No.)__67_(%)__62_, NO(No.)__28_(%)__26_.
no comment(No.)__13_(%)__12_.

16.Do you predict an increase or decrease in the
quality of life services(police,fire,utilities) provided
by the local municipality?
decrease(No.)__29_(%)_26.6, increase(No.)__50_(%)_46.6,
no comment(No.)__29_(%)_26.8.

17.What are the 2 or 3 most significant problems facing
the City of Jax.Bch.? Please number by priority.
(No.)_100_(%)__92_Growth-redevelopment
(No.)__11_(%)__10_Downtown parking
(No.)__12_(%)__11_Housing, (No.)__23_(%)__21_Jobs
(No.)__68_(%)__63_Utilities, (No.)__38_(%)__35_Traffic
(No.)__26_(%)__24_Crime, (No.)__17_(%)_15.7_Parking
(No.)__10_(%)__10_Mass transit/transportation
(No.)__17_(%)_15.4_Taxes
no comment(No.)__4__(%)_3.7_.
* %=percent of time voted not out of 100%

18.Do you feel that the amount of city taxes you pay are;
Too high(No.)__24_(%)__22_, Too low(No.)__4__(%)__4__,
About right(No.)__70_(%)__65_,
no comment(No.)__10_(%)__9__, N/A (No.)__0__(%)__0__.

19.Do you feel that the amount of county taxes you pay are;
Too high(No.)__35_(%)__32_, Too low(No.)__0__(%)__0__,
About right(No.)__67_(%)__62_,
no comment(No.)__6__(%)__6__, N/A (No.)__0__(%)__0__.

20.Do you live in a:
Apartment(No.)__6__(%)__6__, House(No.)__68_(%)__63_,
Mobile Home(No.)__21_(%)__19_,
condominium(No.)__10_(%)__9__,
no comment(No.)__3__(%)__3__.

21.What was the highest level of education you completed?
Elementary(No.)__0__(%)__0__,
Middle school(No.)__0__(%)__0__,
High school(No.)__31_(%)_28.5, College(No.)__60_(%)_55.5,
Graduate level(No.)__17_(%)__16_,
no comment(No.)__0__(%)__0__.

APPENDIX B
SURVEY QUESTIONNAIRES PROVIDED TO RESPONDENTS

HEAD OF HOUSEHOLD QUESTIONNAIRE
CITY OF JACKSONVILLE BEACH (JAX.BCH.)

1.What is your year of birth?_____ Spouse's year of birth_____

2.Sex: M_____ F_____ Spouse's sex: M_____ F_____

3.What was the highest level of education you completed?
Elementary_____, Middle school_____, High school_____
College_____, Graduate school_____.

4.Do you own_____ or rent_____ your present residence?

5.Do you live in an:
Apartment_____ House_____ Mobile Home_____
Condominium_____

6.What are the principle reasons that you choose to live in the City of Jax.Bch.? (Please number in priority from 1 to 5, with 1 having the highest priority)
_____Close proximity to job location.
_____Close to family, extended family living in beach area.
_____Lower cost of living.
_____Enjoy living near the beach.
_____Other, please explain_____________________________
____
____

7.How many years have you lived in the City of Jax. Bch.?_____

8.How many years have you lived in Florida?_____

9.How many children in your family?_____
What are the ages of your children?____,____,____,____
How many of your children are living with you?_____

10.What are the 2 or 3 most significant problems facing the City of Jax. Bch.?
Housing_____ Jobs_____ Utilities_____ Schools_____
Traffic_____ Crime_____ Parking_____ Growth_____
Redevelopment_____ Mass transit/transportation_____
Police protection_____ Fire protection_____

11.Do you feel the amount of City taxes you pay is:
Too high_____, Too low_____, About right_____.

12.Do you feel the amount of County taxes you pay is:
Too high_____, Too low_____, About right_____.

14.How many automobiles do you own? one____, two____, three____, none____.

15.How far do you commute one way to work?______miles. How far does your spouse commute one way to work?_______miles.

16.Are you employed?_____ Is your spouse employed?_______

17.Do you own or operate a business?______ Does your spouse?___

18.

Where is your place of work or business:	Spouse's place of work or business:
Jax. Bch. _______________	Jax. Bch.________________
Downtown Jax.____________	Downtown Jax.______________
Beaches area_____________	Beaches area______________
Duval county(other than above)_______	Duval county_____
Other____________________	Other_____________________

19.What is your primary occupation? Spouse's primary occupation? Please note for yourself and spouse,previous employment and the year in which employed. If employed by the Government go directly to question number 20.
(Please refer to the enclosed list of the Standard Industrial Code(SIC) numbering system. Example; if your job is an insurance agent you would use the SIC number 65.)

Head of household	Year	Spouse	Year
present SIC no.____	_1985_	present SIC no.____	_1985_
previous SIC no.___	______	previous SIC no.___	______
previous SIC no.___	______	previous SIC no.___	______

20.For how many years have you been employed by the Government? ________ Is your spouse employed by the Government?______ If so, for how long?________ Please note which level of Government.

Head of household	Spouse
Federal government__________	Federal government_________
State government___________	State government___________
Local government___________	Local government___________
Other _____________________	Other_____________________

21.

What is your annual income?	Spouses annual income?
wage and salary___________	wage and salary___________
property income___________	property income___________
business income___________	business income___________
transfer income___________	transfer income___________

(transfer income is for retirees, welfare recipients,etc.)

proprietor's income_______	proprietor's income________

(proprietor's income is for farmland, cattle, etc.)

22.Do you own real estate in the City of Jax. Bch.?_________

23.Do you own real estate somewhere else?_________

24. If you do not own your place of residence, would you buy a home in Jax. Bch.?_________ If so, why?____________________

____

If not, why?____

____

BUSINESS PROPRIETOR QUESTIONNAIRE
CITY OF JACKSONVILLE BEACH (JAX.BCH.)

1.What is your position description?________________________

2.What type of business are you presently managing,what previous type of businesses have you owned or operated? (For this question please refer to the enclosed Standard Industrial Code (SIC) numbering system. For example, if you owned or was the proprietor of a real estate office the proper SIC = 65.)

	CODE	YEAR	YEARS EXPERIENCE
present SIC	________,	1985,	________
previous SIC	________,	________,	________
previous SIC	________,	________,	________
previous SIC	________,	________,	________

3.Do you have employees presently working for you?_______.
If so, how many?__________.

4.What is the average, annual, gross salary of your employees?
$__________.

5.Where do your employees reside? Please write in the number of employees where appropriate.
City of Jax.Bch.______Beaches area excluding Jax.Bch.______
Duval County excluding above________Other counties________

6.What are the principle reasons you have established your business in the City of Jax.Bch.?________________________
____
____

7.Is tourism critical to the financial well-being of your business? yes____,no____. Why?________________________
____
____
____

8.What are the advantages or disadvantages in the present location of your business?________________________
____
____

9.How is your business presently doing?________________________
____
____

10.Do you plan on expanding your present business?yes___no___.

11.If you do plan on expanding your present business will you remain in the City of Jax.Bcn.?yes____no____.
If so, why?____
____
If not, why?____

12.Have your average,annual, gross sales been improving over the last few years,or not?______________________________

13.Can you remember a time when your gross sales were better? Can you remember why this occurred in the past?__________
____
____

14.Do you predict a better than average annual,gross income from your business this year?______
If so, why?____
____
If not, why?____
____

15.Do you think the local city government could do more for businesses like yours, or other businesses?yes____no____
If so, why and how?________________________________
____
____
If not,why?____
____

16.Do you predict an increase______,or decrease______, in the quality of life services(police,fire,utilities) provided by the local municipality? If so, why?________________
____
____

17.What are the 2 or 3 most significant problems facing the City of Jax.Bch.? Please number by priority.

______Growth-redevelopment
______Housing
______Utilities
______Crime
______Mass transit/transportation
________Downtown parking
________Jobs
________Traffic
________Parking
______Taxes

18.Do you feel that the amount of city taxes you pay is:
Too high________, Too low________,About right________.

19.Do you feel that the amount of county taxes you pay is:
Too high________, Too low________,About right________.

20.Do you live in an:
______Apartment,______House,________Mobile home,
______Condominum

21.What was the highest level of education you completed?
______Elementary,________Middle school,________High school,
______College, ________Graduate school.

APPENDIX C
TABLES

TABLE 3 Importance of 14 Major Relocation Factors by Type of Facility

	All company facilities		Manufacturing plant		Distribution center		Regional divisional office		R&D facility		Corporate headquarters	
	Rank	%*	Rank	%*	Rank	%*	Rank	%*	Rank	%*	Rank	%*
Availability of labor	1	93	1	79	4	43	6	31	4	18	5	18
Tax abatements/incentives	12	56	10	49	9	33	9	20	8	13	6	17
Transportation facilities												
Air	7	64	13	41	7	34	1	36	2	20	1	26
Highway	3	90	3	75	1	60	2	17	3	19	2	24
Rail	6	66	6	59	6	43	13	14	14	8	12	10
Water	14	39	14	34	14	23	14	13	13	8	13	9
Availability of raw materials	8	63	5	61	13	23	12	14	12	11	14	8
Accessibility to markets												
Established	4	85	4	65	2	58	4	33	10	11	10	13
New	5	77	7	55	3	53	5	31	11	11	11	12
Availability of financing	13	51	12	46	11	31	10	20	9	13	7	16
Large land area	9	63	9	53	10	32	11	18	6	15	8	14
"Right to work" laws	11	58	8	54	8	34	8	20	7	13	9	14
Availability of executive/professional talent	10	62	11	46	12	29	3	34	1	22	3	22
Availability of energy/fuel	2	91	2	78	5	43	7	29	5	18	4	20

*Weighted Response. On a four-point scale, a critical rating (1) by a respondent received 100%, a very important rating (2) received 75%, a somewhat important rating (3) received 25%, and a slight or of no importance rating (4) received 0%. Thus, if all respondents rated an item 2, it would have a 75% weighted response.

SOURCE: "Business on the Move," Dow Jones & Co., Inc., Market Research Dept., 1977

TABLE 4 STANDARD INDUSTRIAL CODE BY INDUSTRY

SIC code	Major industry group
	Total
...	Agricultural services, forestry, fisheries
07	Agricultural services
08	Forestry
09	Fishing, hunting, and trapping
...	Mining
10	Metal mining
12	Bituminous coal and lignite mining
13	Oil and gas extraction
14	Nonmetallic minerals, except fuels
–	Administrative and auxiliary
...	Contract construction
15	General contractors and operative builders
16	Heavy construction contractors
17	Special trade contractors
–	Administrative and auxiliary
...	Manufacturing
20	Food and kindred products
21	Tobacco manufactures
22	Textile mill products
23	Apparel and other textile products
24	Lumber and wood products
25	Furniture and fixtures
26	Paper and allied products
27	Printing and publishing
28	Chemicals and allied products
29	Petroleum and coal products
30	Rubber and misc. plastics products
31	Leather and leather products
32	Stone, clay, and glass products
33	Primary metal industries
34	Fabricated metal products
35	Machinery, except electrical
36	Electric and electronic equipment
37	Transportation equipment
38	Instruments and related products
39	Miscellaneous manufacturing industries
–	Administrative and auxiliary
...	Transportation and other public utilities
41	Local and interurban passenger transit
42	Trucking and warehousing
44	Water transportation
45	Transportation by air
46	Pipe lines, except natural gas
47	Transportation services
48	Communication
49	Electric, gas, and sanitary services
–	Administrative and auxiliary
...	Wholesale trade
50	Wholesale trade-durable goods
51	Wholesale trade-nondurable goods
–	Administrative and auxiliary
...	Retail trade
52	Building materials & garden supplies
53	General merchandise stores
54	Food stores
55	Automotive dealers & service stations
56	Apparel and accessory stores
57	Furniture and home furnishings stores
58	Eating and drinking places
59	Miscellaneous retail
–	Administrative and auxiliary
...	Finance, insurance and real estate
60	Banking
61	Credit agencies other than banks
62	Security, commodity brokers & services
63	Insurance carriers
64	Insurance agents, brokers & service
65	Real estate
66	Combined real estate, insurance, etc
67	Holding and other investment offices
–	Administrative and auxiliary
...	Services
70	Hotels and other lodging places
72	Personal services
73	Business services
75	Auto repair, services, and garages
76	Miscellaneous repair services
78	Motion pictures
79	Amusement & recreation services
80	Health services
81	Legal services
82	Educational services
83	Social services
84	Museums, botanical, zoological gardens
86	Membership organizations
89	Miscellaneous services
–	Administrative and auxiliary
...	Nonclassifiable establishments

APPENDIX D
QUESTIONNAIRE COVER LETTER

June 20, 1985

Dear Sir/Madam:

My name is Desmond Kelly. I am a graduate student at the University of Florida in the Department of Urban and Regional Planning. I am presently working on gathering research data for my graduate thesis. My thesis concerns the economic base for the City of Jacksonville Beach. I have tried through other sources to gather the research information necessary to complete my studies, however, no research data were available to answer the questions I have. Only the enclosed questionnaire will answer the questions which I need to complete my studies.

I am respectfully asking if you would take the time to complete the enclosed questionnaire so that I might be able to complete my studies here at the University.

This envelope contains a self addressed, postage paid envelope for the return of this questionnaire. Your assistance in completing this questionnaire is greatly appreciated by me.

Thank you for your time and effort in helping me complete my studies at the University. GO GATORS!!!!!!!

Very Sincerely

Kelly

Desmond Kelly

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BIOGRAPHICAL SKETCH

Lieutenant Commander Desmond Kelly was born in London, England, and immigrated to this country at the age of five. A graduate of the California Polytechnical State University at San Luis Obispo with a Bachelor of Architecture, he has been in the United States Navy Civil Engineer Corps since 1976. He holds a Master of Science in systems management from the University of Southern California and has been attending the University of Florida by means of the Navy's Postgraduate Education Program. LCDR Kelly will be reporting to the Navy Public Works Department at Camp Lejuene North Carolina as the Senior Assistant Resident Officer in Charge of Construction upon graduating.

I certify that I have read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a thesis for the degree of Master of Arts in Urban and Regional Planning.

Earl M. Starnes, Chair
Professor, Urban and Regional
Planning

I certify that I have read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a thesis for the degree of Master of Arts in Urban and Regional Planning.

Ernest Bartley
Professor of Urban and Regional
Planning

This thesis was submitted to the Graduate Faculty of the College of Architecture and to the Graduate School and was accepted as partial fulfillment of the requirements for the degree of Master of Arts in Urban and Regional Planning.

December 1985

Dean, College of Architecture

Dean, Graduate School

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